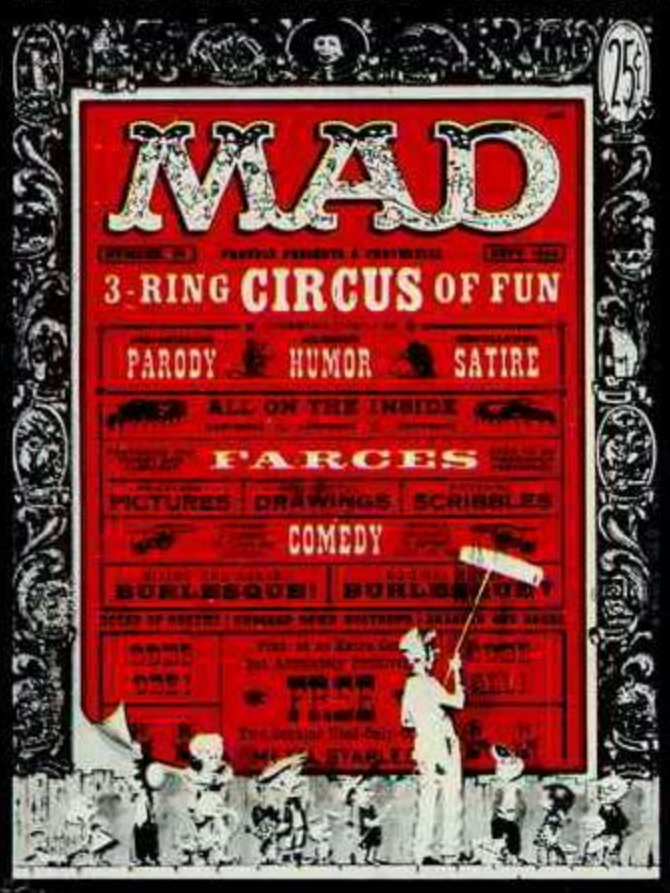
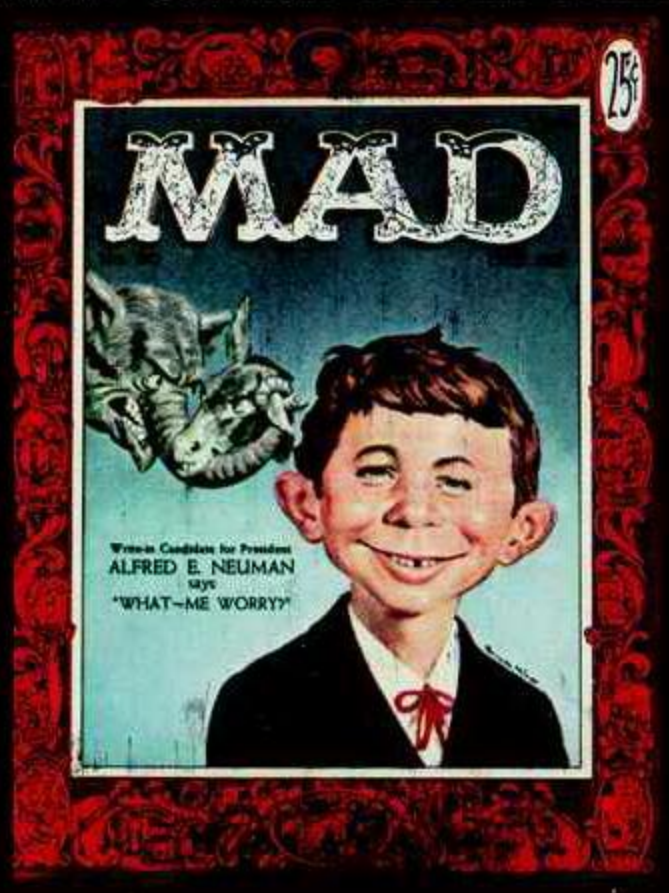
WORST THE BEST FROM MAD

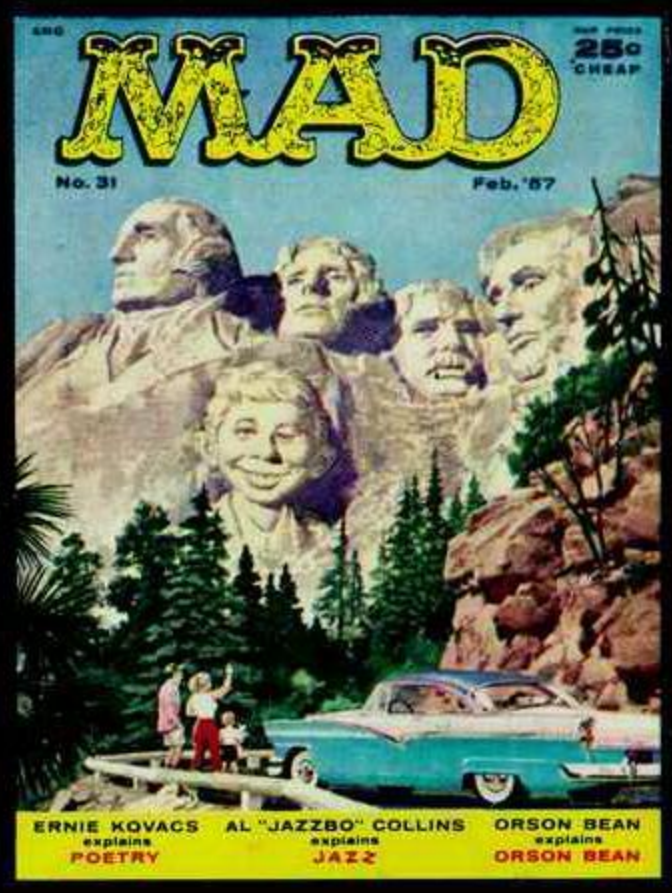
OUR PRICE 50c CHEAP

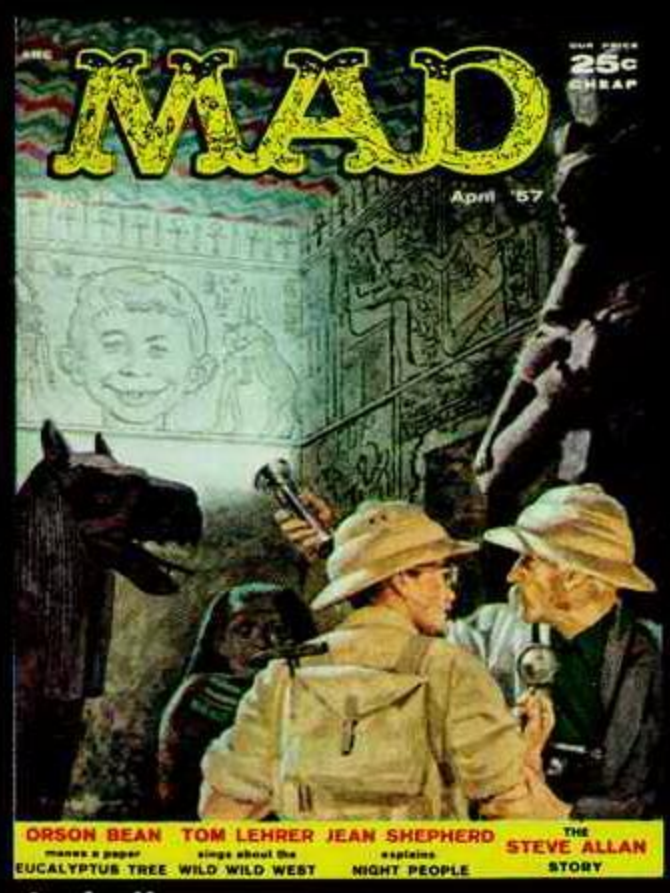
IND

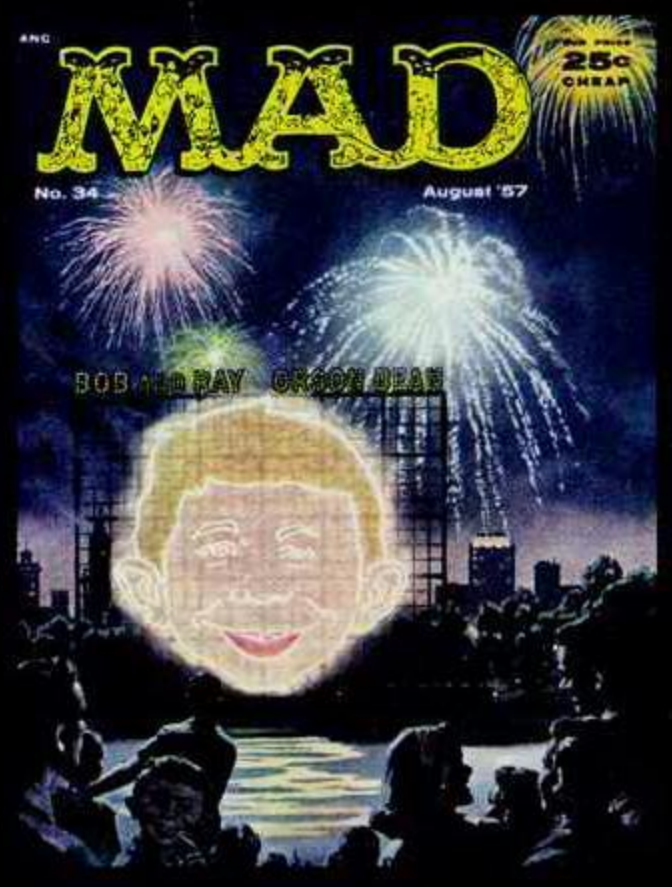
A COLLECTION OF HUMOR AND SATIRE FROM THESE SICKENING PAST ISSUES:











Including . . .

MAD RECORD LABELS and MAD TRAVEL STICKERS

. . . PRE-GLUED AND PERFORATED SO THEY'RE READY FOR IMMEDIATE MIS-USE!

THE WORST FROM MAD

A Collection of Humor and Satire from September 1956 to August 1957

PUBLISHER: William M. Gaines **EDITOR:** Albert B. Feldstein

ART DIRECTOR: John Putnam **CONTINUITY:** Jerry De Fuccio **IDEAS:** Nick Megliola

CONTRIBUTING ARTISTS AND WRITERS: The Usual Gang of Idiots

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EACH WEEK, THERE IS A BIG TV. SHOW COMES ON THE AIR WHICH OPENS LIKE THIS:

AND EACH WEEK, WHEN THIS SHOW COMES ON THE AIR, IT OPENS WORLDS LIKE THIS:

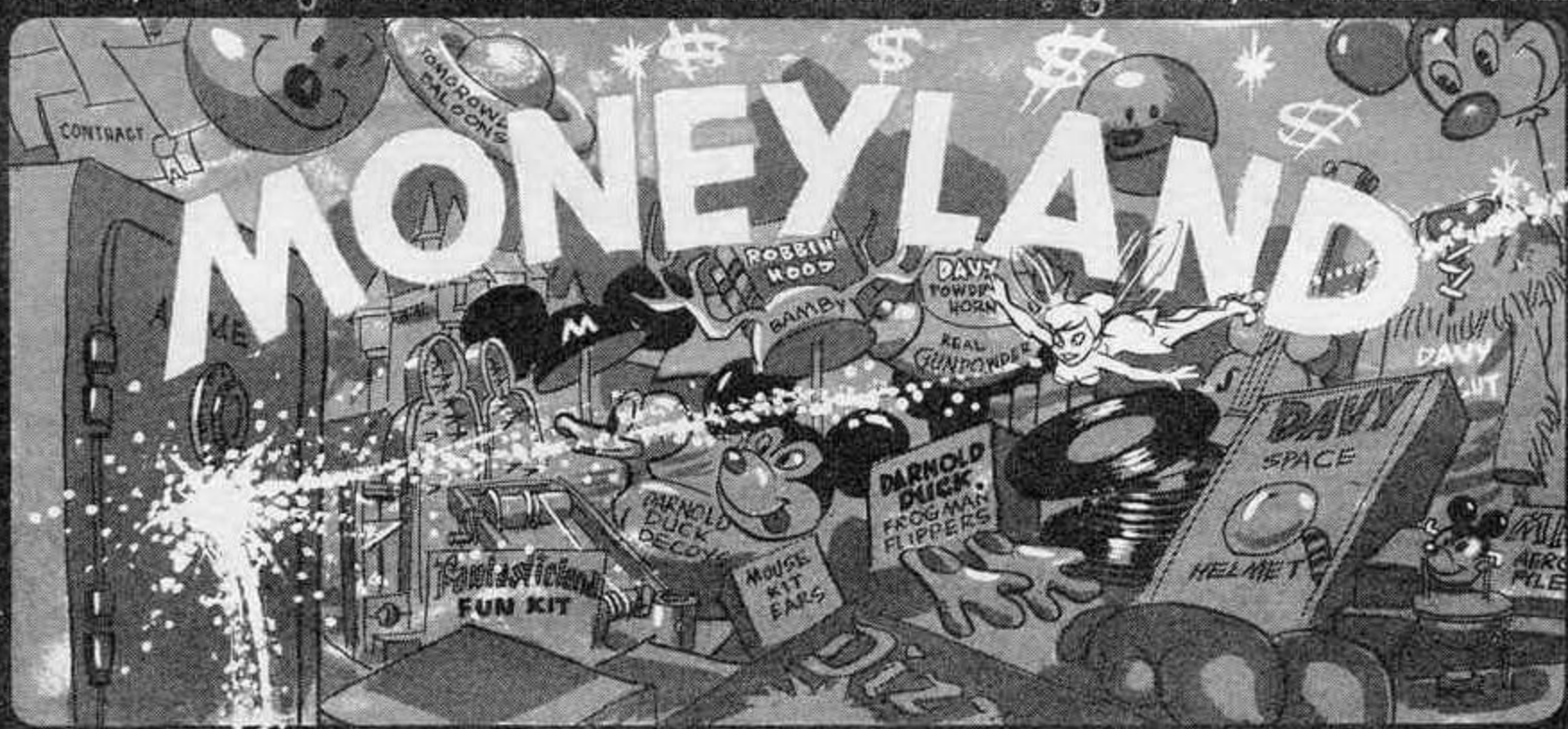
A broken promise of things to come.

True tales made up from the legendary past.

The wonderland of Nature's own film.

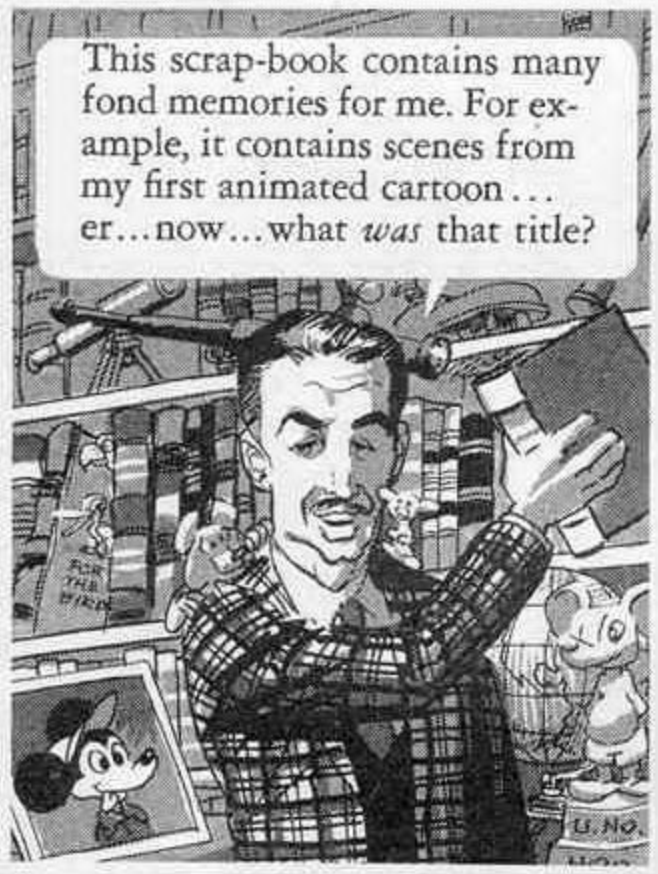
The happiest world of them all—for kids.

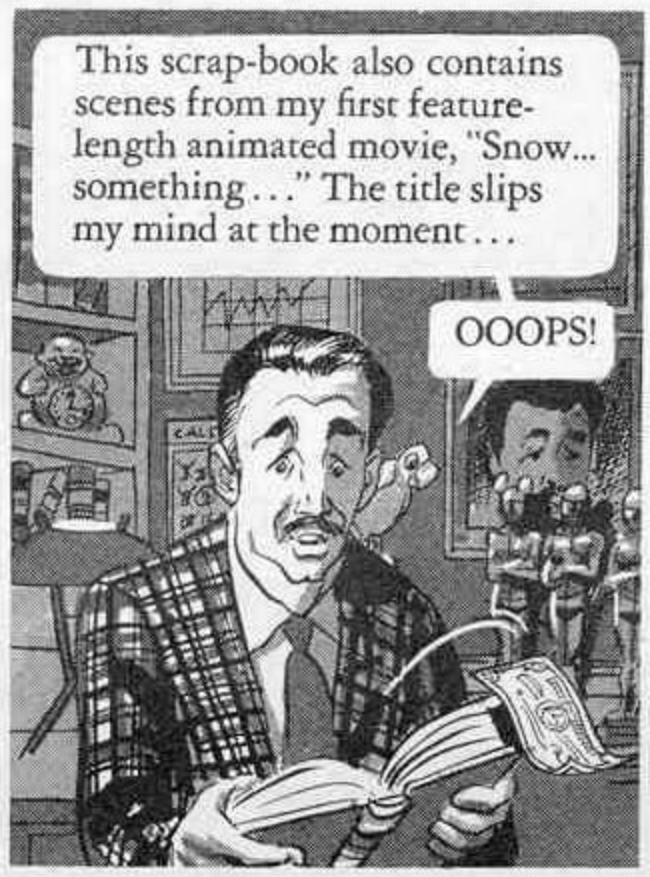
BUT MAINLY, EACH WEEK WHEN THIS SHOW COMES ON THE AIR, IT REALLY OPENS THIS:

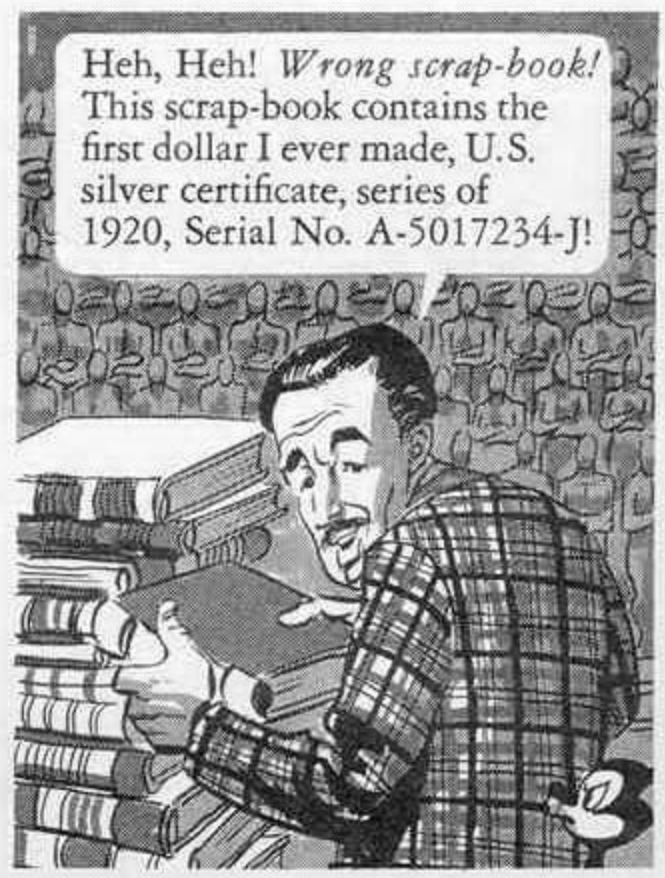


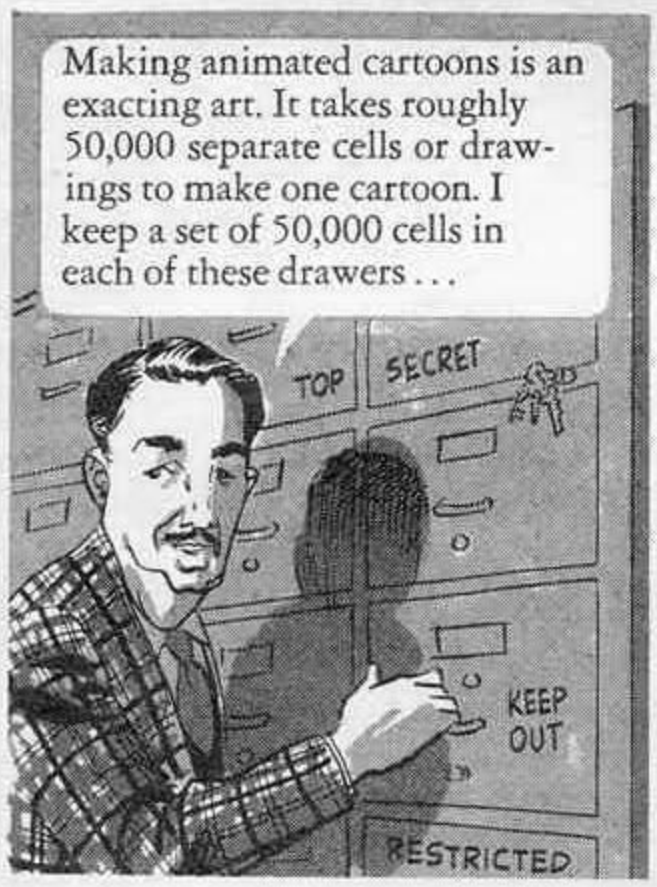
The Happy Happy Happiest World of them all
—for Walt Dizzy

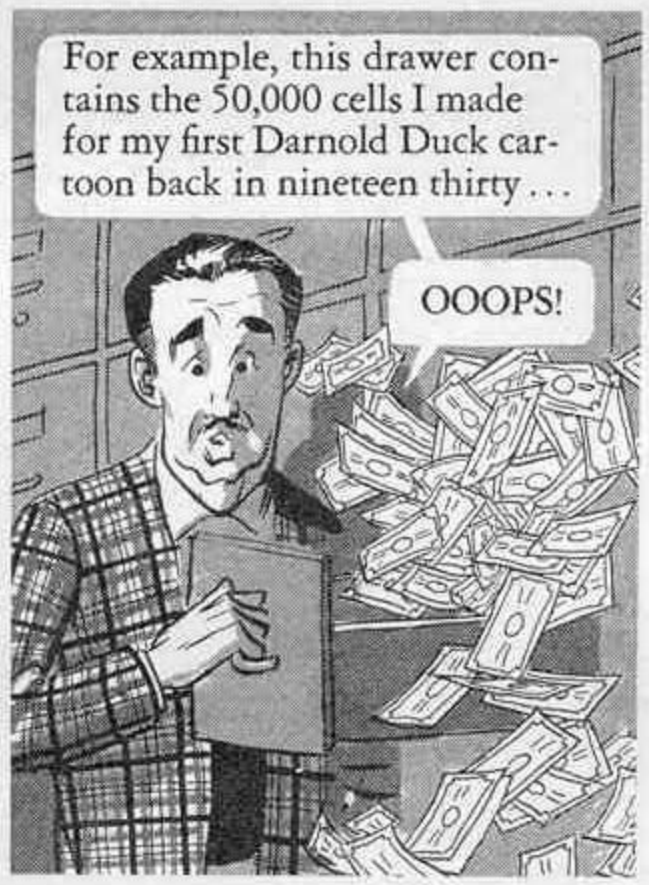
AND NOW, HERE IS HOST WALT DIZZY, WHO USUALLY INTRODUCES DIZZYLAND

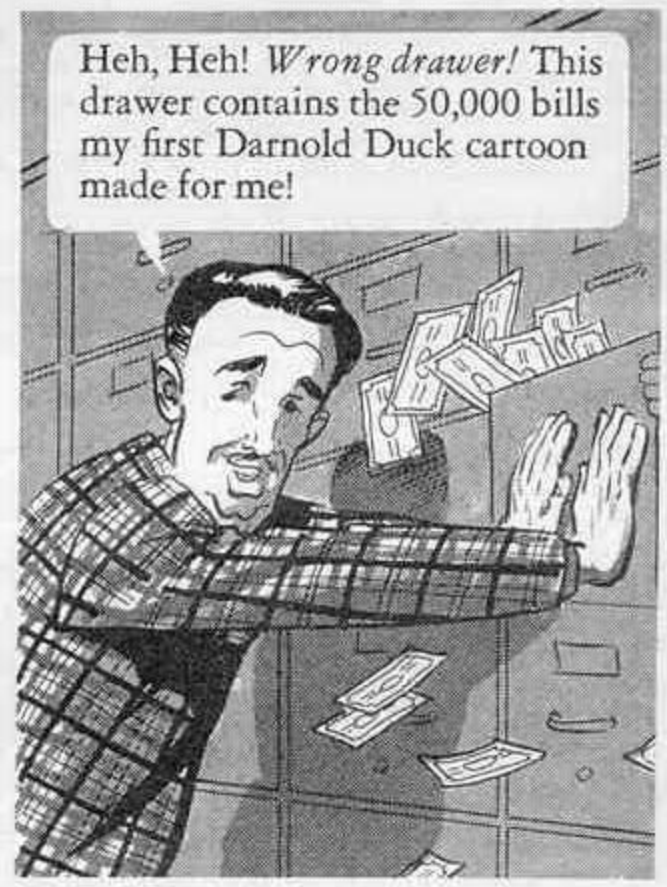


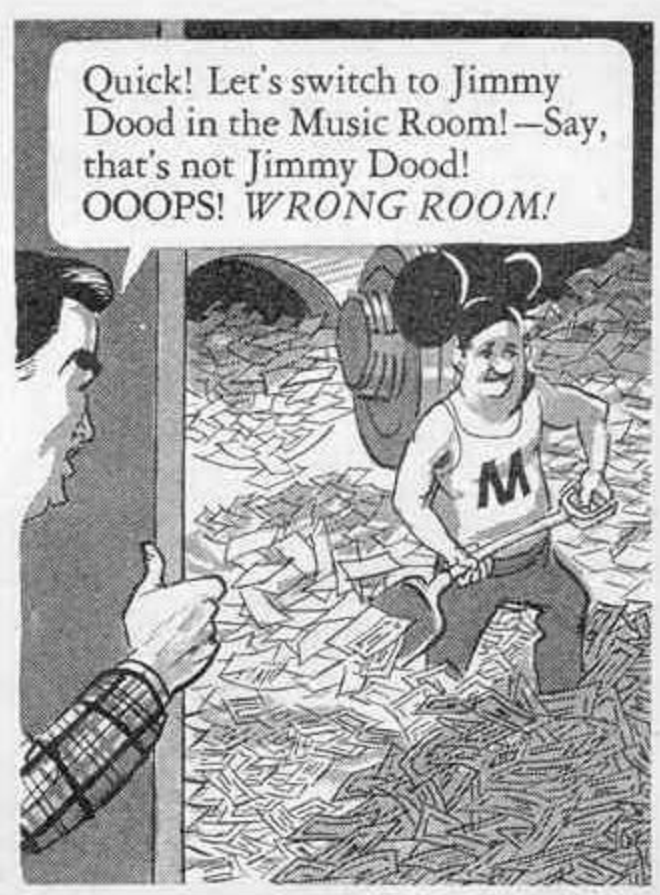








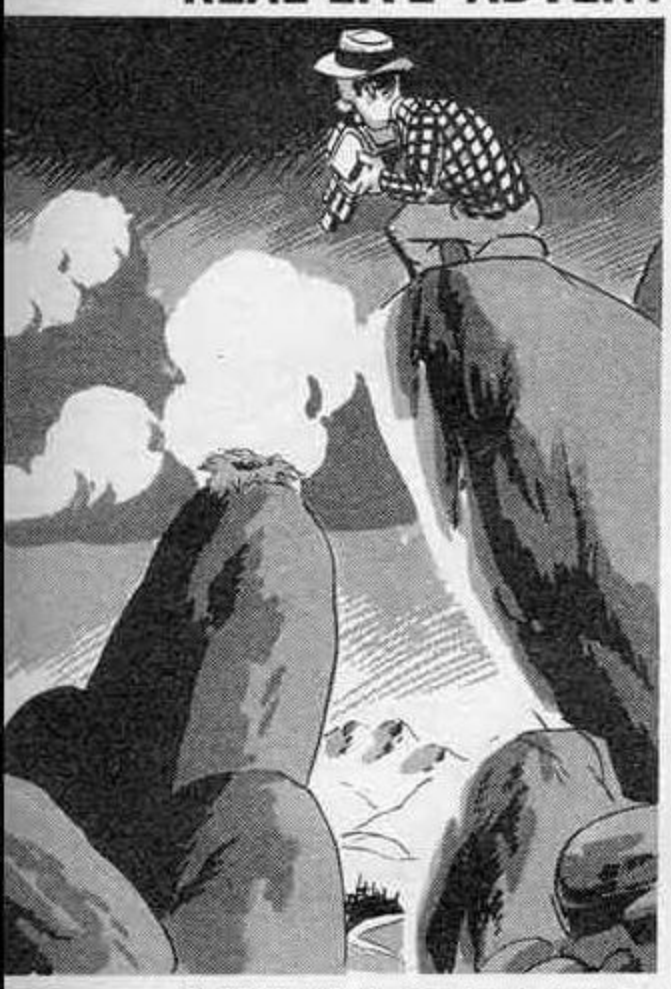




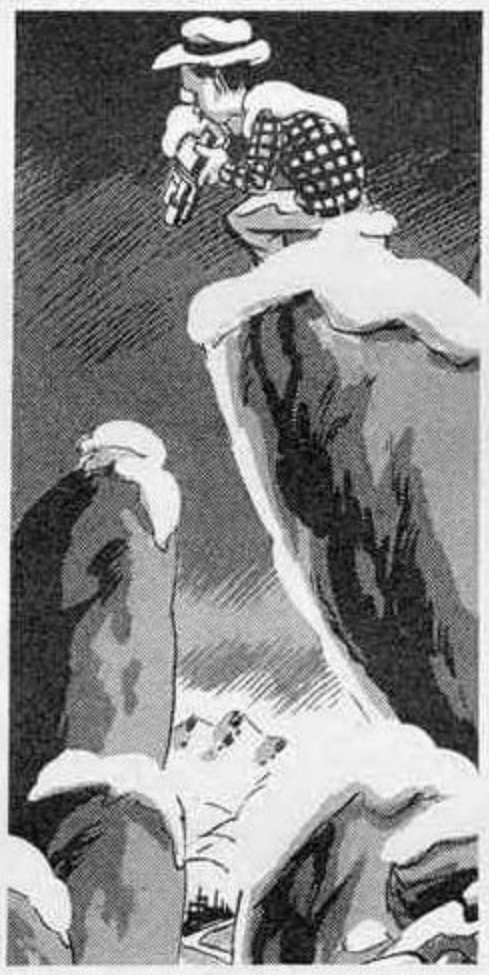
• • The horses at the Trotters would run a lot faster if they didn't have to pull those wagons.

ADVENTURESLAND..the Wonder place

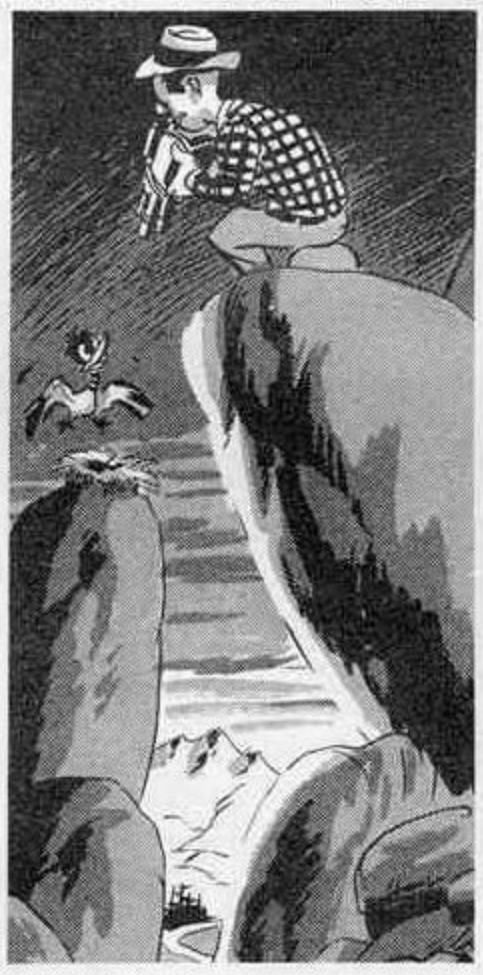
REAL-LIVE ADVENTURES CAMERAMAN WAITS YEAR FOR SHOT OF RARE BIRD



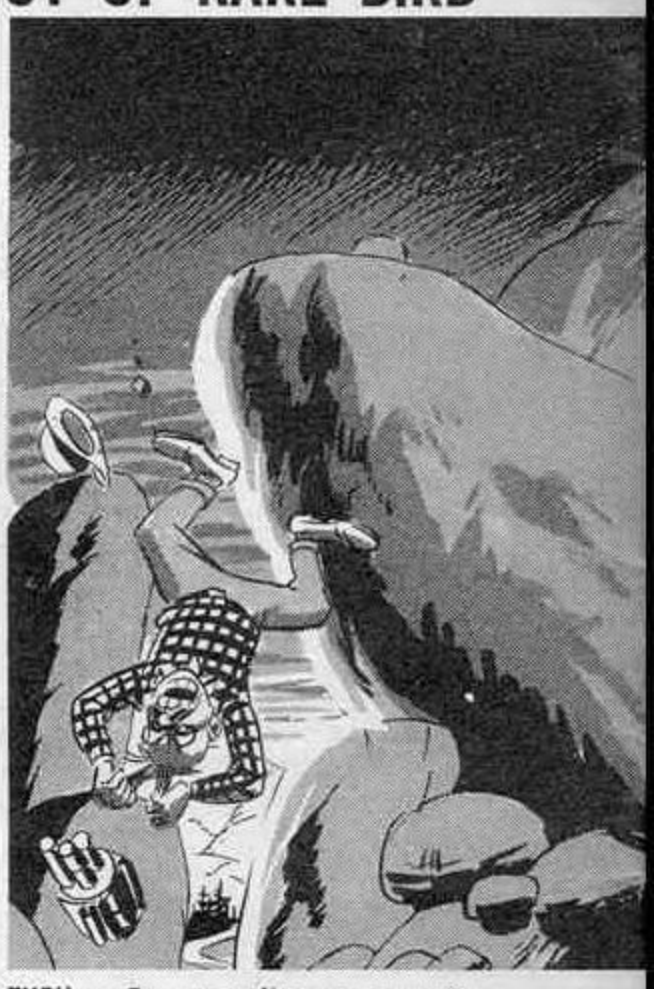
OZGOOD ZEISS, Dizzyland Real-Live Adventures ace cameraman perches on mountain ledge, awaits rare appearance of the never-before-photographed Ring-Necked Fuzzwort.



CAMERA READY, Ozgood waits . . . and waits. Summer wanes, Autumn leaves begin to fall, and Winter snows begin, but still no Fuzzwort. Determined Ozgood clings to perch.



SPRING THAW comes, and one year passes. Finally, after twenty month vigil, Fuzzwort makes appearance. Jubilant Ozgood takes history making chance-of-a-lifetime shot . . .



THEN, as Fuzzwort disappears again, Ozgood flings himself screaming from ledge, realizing that chance-of-a-lifetime shot is ruined. Dated film in camera had expired . . .

TOMORROWSLAND.. a Broken Promise

FANTASTIC LOOK INTO FUTURE EXAMINES PROBLEMS OF MAN IN OUTER SPACE

TOMORROWSLAND FEATURE graphically depicts most vital problem yet to be solved before man can venture forth into outer space: the vital problem of zero-gravity, or state of total weightlessness where things float about in a free-fall.

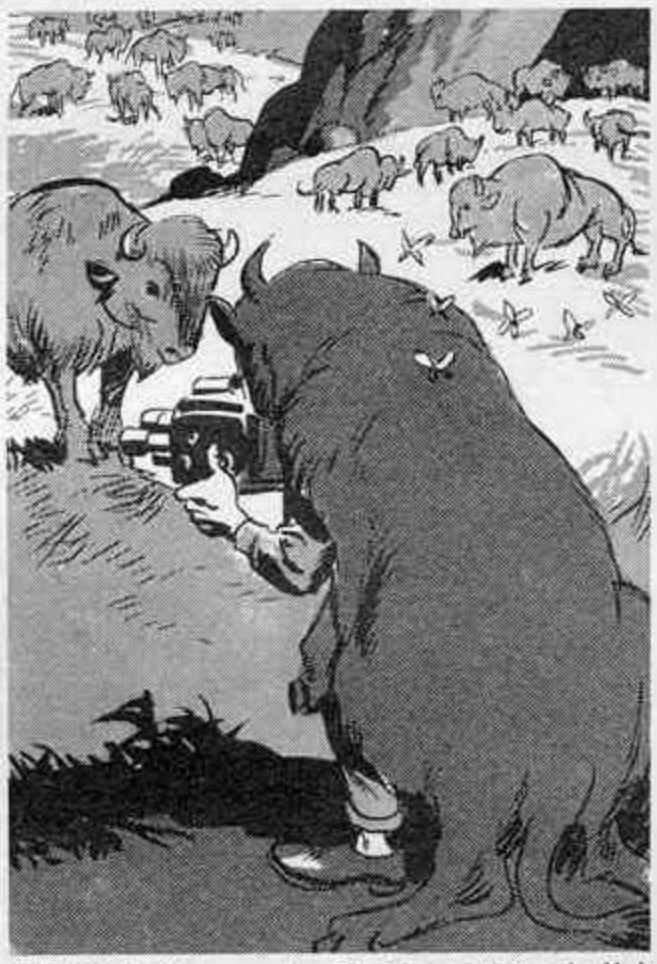
DIZZYLAND ARTISTS work overtime in experimental vacuum-sealed studio, to create realistic animated sequences showing how free-fall problem is solved, like using webbed beds, plastic drinking bags, rubber-lined walls, and mainly plenty glue.

DIZZYLAND ARTISTS were able to create convincing, realistic animated sequences showing how problem is solved after experiencing free-fall in person. Thoughtful management forced entire staff to make mass leap from 10th floor studio window.

of Nature's own Film

REAL-LIVE ADVENTURES PHOTOGRAPHER POSES AS BUFFALO TO GET CLOSE-UPS

SIGISMUND (Ciggy) SPONK, Dizzyland Real-Live Adventures trump cameraman employs clever (but uncomfortable) trick of draping himself with moth-eaten buffalo skin in ruse to sneak up through sagebrush to get breath-taking close up of herd.



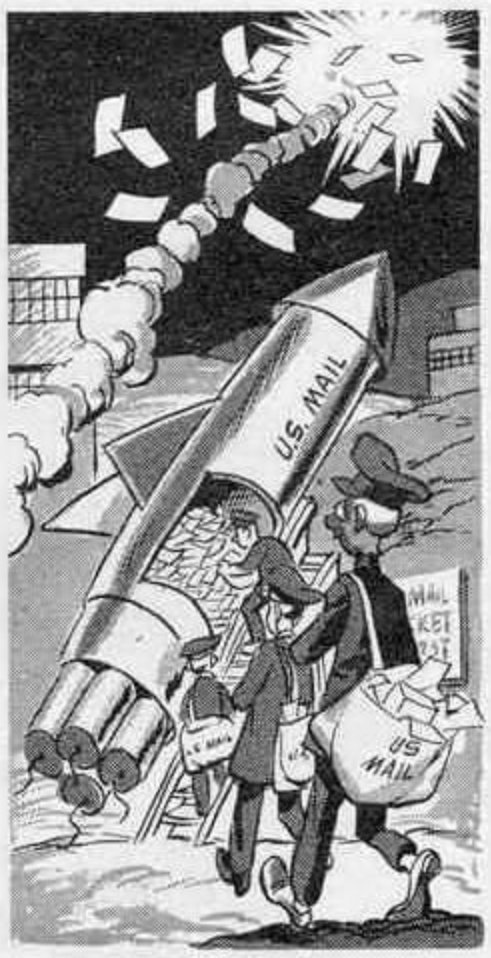
CLEVER RUSE succeeds. Placidly grazing buffalo take no notice as disguised (and uncomfortable) Sigismund creeps into midst of herd and, setting up his hand-held combat-type 16 mm camera, begins shooting history-making close-up footage..

CLEVER TRICK backfires as magnificent herd bull, snorting and pawing ground, takes sudden fancy to charming (but uncomfortable) newcomer, decides to make Sigismund his happy bride. Plenty history-making close-up footage was lost in chase!

of Things to Come

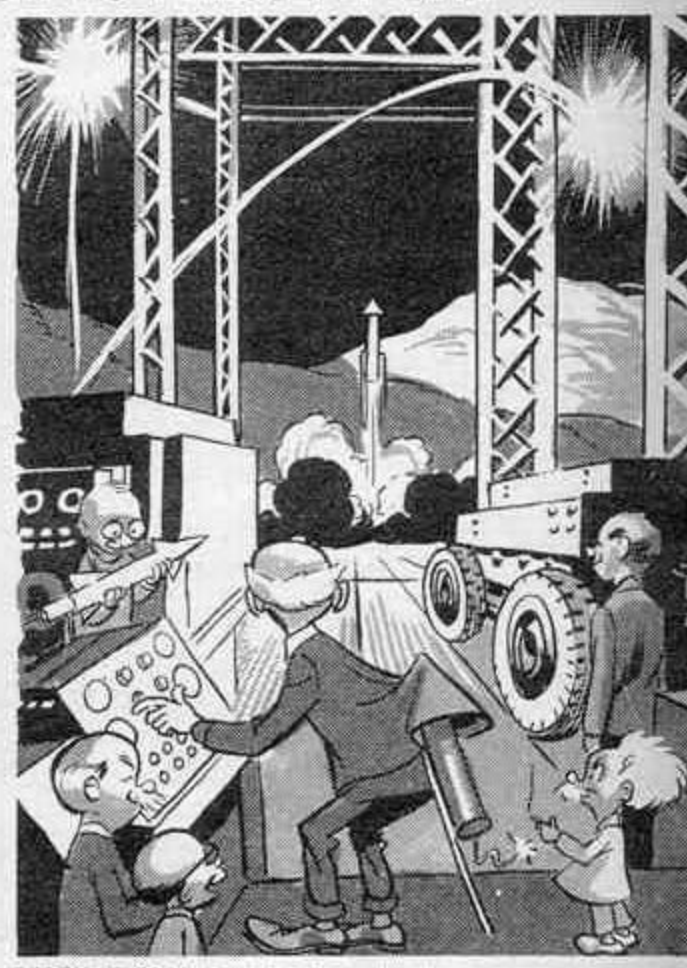
VIVID STORY TRACES ROCKET DEVELOPMENT FROM NOVEL TOY TO PRESENT DAY

INFORMATIVE Tomorrowsland feature depicts history of rockets starting with invention as novel toy by Ancient Chinese and shows honorable inventors having much honorable fun . . .



FEATURE TRACES development from novel toy to have honorable fun with to first practical use with interesting attempt to send the mail via rockets in early nineteen-twenties.

FEATURE GOES ON to show how novel toy to have honorable fun with was developed by Germans during World War II into effective weapon of dishonorable 'fun,' the dreaded V-2.



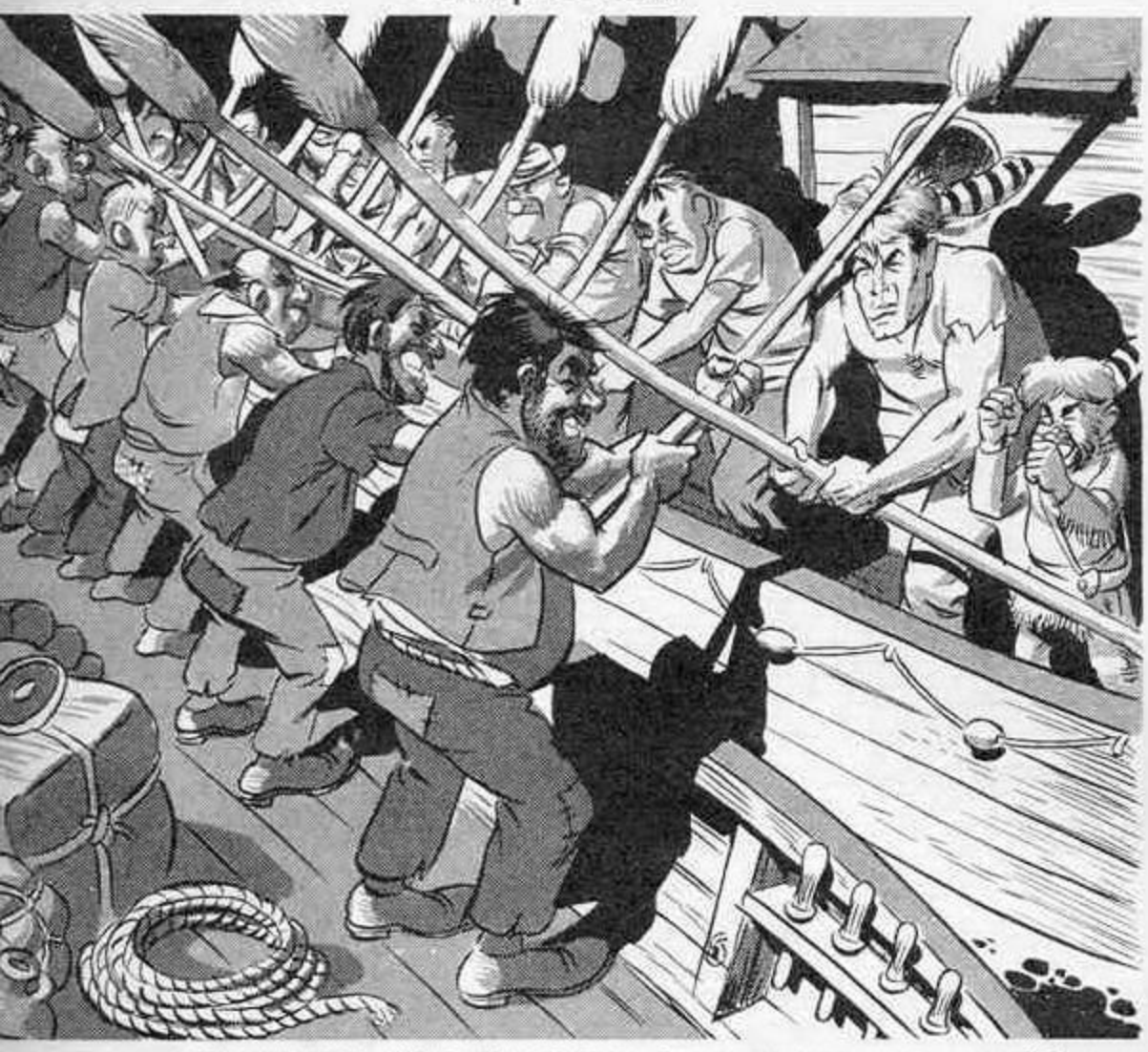
FEATURE COMES up to date by showing scientists at White Sands making countless experimental launchings of latest rocket types. By George . . . ! We're back having honorable fun . . .

• • We sincerely believe Ernest Hemingway to be a greater writer than Mickey Spillane.

FRONTREARLAND ...True Tales Made up

EXPLOITS OF FORMERLY UNHERALDED PIONEER HEROES TEACH TOD

Competition



TRADITIONAL AMERICAN SPIRIT of competition is conveyed during exciting keelboat race as raggle-taggle crews of Davy Crawcutt and Mike Finque eagerly pole their way down Mississippi River.

Resourcefulness

DESPERATE ATTEMPTS of Mike Finque and Davy Crawcutt to win keelboat race clearly illustrates for youth of this generation importance of relying upon honest American skill and ingenuity.

FANTASTICLAND ...the Happiest World of

The happiest world of them all?!?

What's so happy about it?

Actually we're *miserable!*

Don't get the idea because we're drawn smiling, we're happy!

Used to be, we were big-shots around the Dizzy studios!

Used to be, we were the whole darn show!

Some thanks we get... after being responsible for all of Dizzy's success!

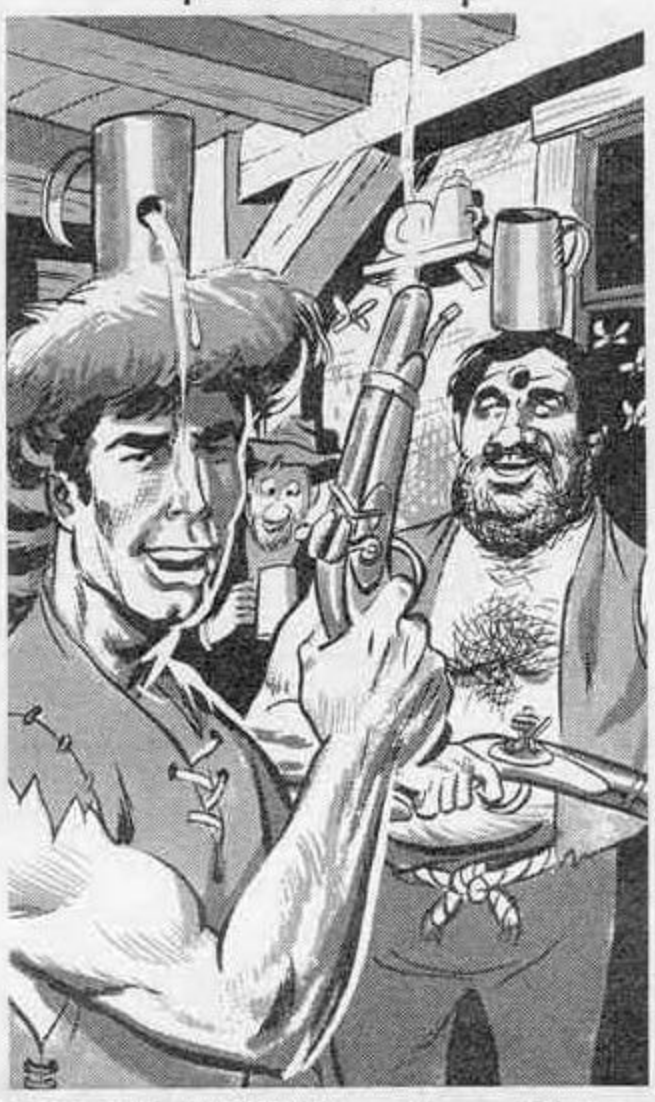
from the Legendary Past

AY'S YOUTH RESPECT FOR TIME-HONORED AMERICAN TRADITIONS

Teamwork

TYPICAL AMERICAN tradition of teamwork is depicted as Mike and Davy cooperate in sinking fleet of attacking Indian canoes.

Sportsmanship



GOOD OLD AMERICAN sportsmanship tradition is shown by Davy Crawcutt when he fails to shoot ale cup off Mike's head.

Leadership

FINE AMERICAN attribute of leadership is shown when Davy enters Congress and declares he can lick any man in the House!

Them All.

** Somehow sandhogs never seem to get a suntan.

SOFT-SELL ADVERTISING DEPT.

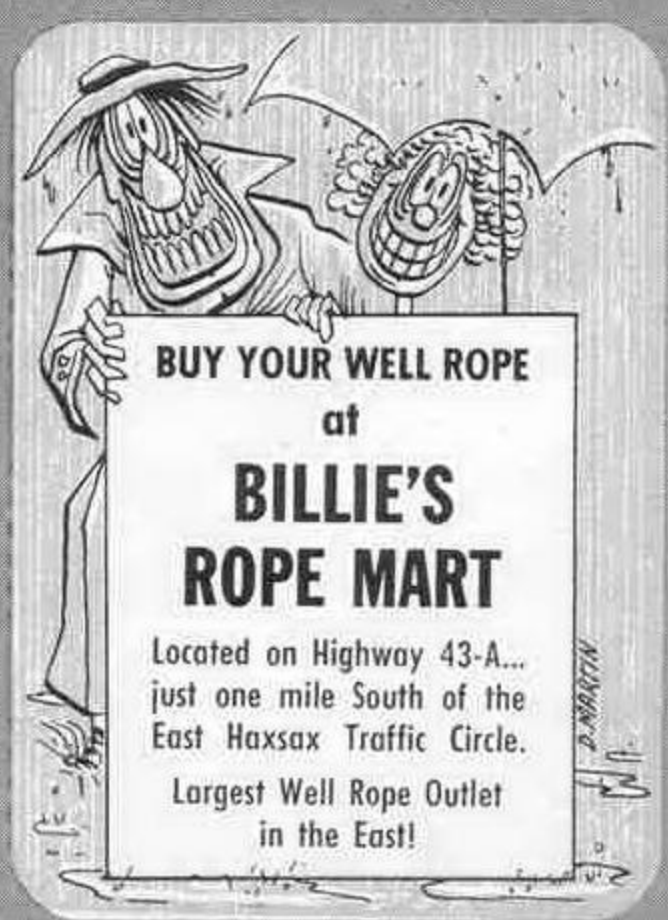
***You can't have your cake and eat it too*
—Betty Crocker

The instantaneous success of the Harry and Bert Piel commercials on local New York T.V. has set Madison Avenue on its proverbial ivy-league ear. Charcoal gray-clad account execs up and down the street have been forced to sit up on their bar stools and take notice. What is now obvious to all is that the era of the "hard sell" has come to a welcome end, and the era of the "soft sell" has begun. No more will T.V. commercials beat you over the head! Now they will *entertain!*

In this next article, MAD takes a look at the handwriting on the T.V. Story Board Wall, realizes that, like all good things, the technique of the popular Piel's commercial will be worked to death, and predicts that soon viewers will be suffering through "soft selling" pitches like the following . . .

FUTURE TV ADS

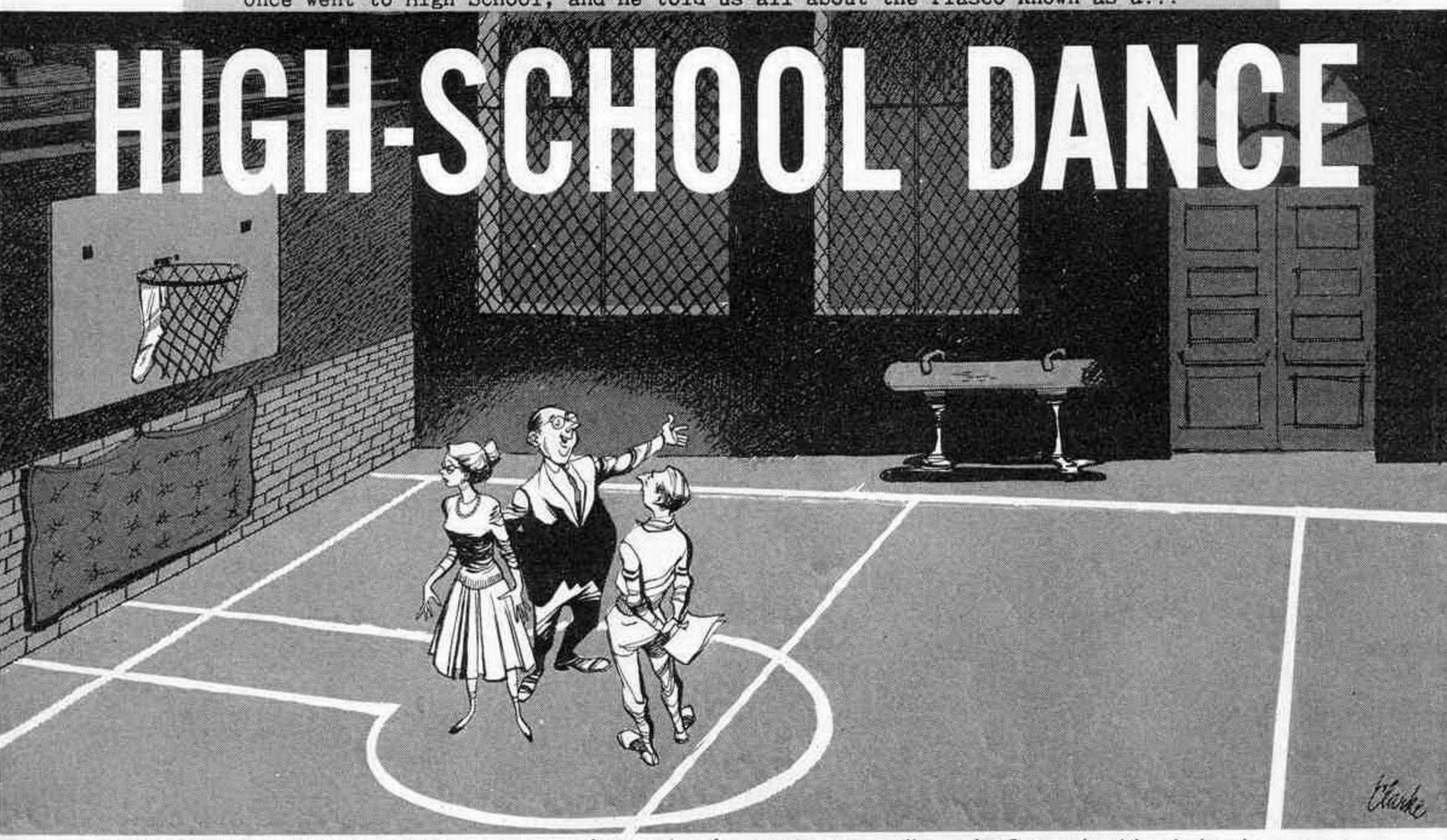
BY DON MARTIN



HAVING A BALL DEPT.

TO: Smurdville High School
FROM: The Editors of MAD
RE: Invitation to Spring Dance
We of MAD sincerely appreciate being invited to your First Annual Spring Dance. Had we been asked as "guests", instead of "clean-up crew", we might even have accepted. Actually, though, we have no desire to attend. Because our publisher once went to High School, and he told us all about the fiasco known as a...

HIGH-SCHOOL DANCE

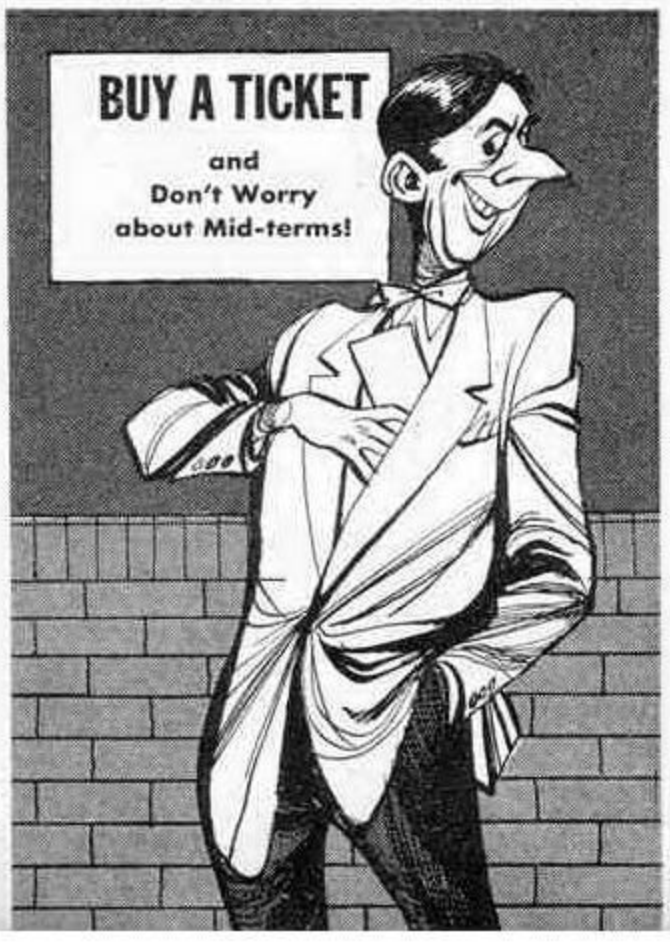


PLACE TO HOLD AFFAIR IS FINALLY SELECTED after weeks of wrangling among Student Social Committee, by school principal, who pulls rank. Strangely, his choice is same as it's been for past 19 years . . . smelly old school gym!

PICTURES BY BOB CLARKE

DATE IS SET, TICKETS ARE PRINTED, and problem of selling them is taken on by school "Boosters", members of football team, and assorted "con-men". Each group uses own successful method of "Friendly Persuasion" to do the job.

BRAIN
(The school "Con-Men")



BROAD
(The school "Boosters")

BRAWN
(The school Football Team)

THREE FACULTY MEMBERS ARE CAREFULLY CHOSEN TO KEEP THINGS RUNNING RIGHT

MISS AIDA SOTO VOCE, Music Teacher, is given job of selecting music to be played at dance . . . chooses 13 waltzes, 4 minuets, 2 gavottes and a Charleston.

MR. HY OCTANE, Chem Teacher, who has experience with the baser elements at school, is given job of seeing that punch bowl contains only grape juice.

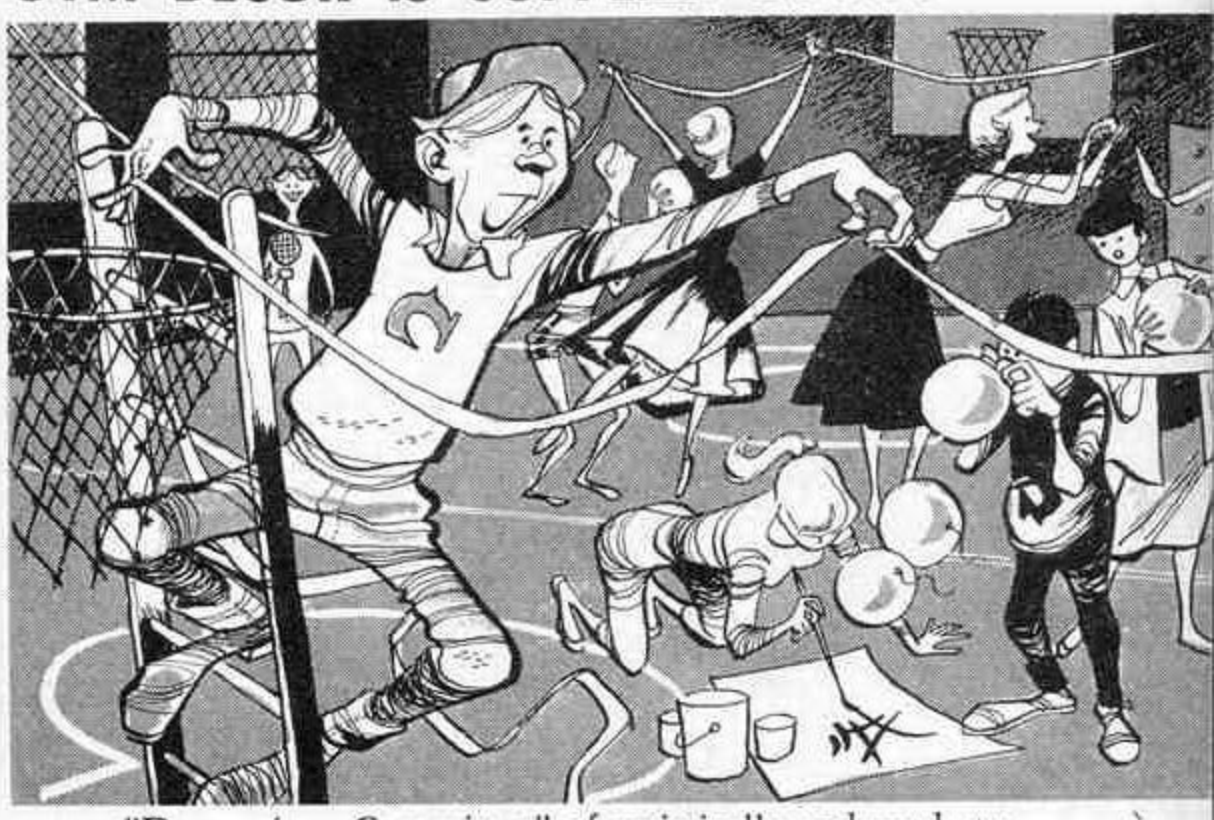
MR. OZGOOD Z'BEARD, Gym Teacher, is given assignment to maintain order by judicious use of modern psychology, tactful diplomacy, and mainly muscles.

"We'd like to be the square dance caller at Buckingham Palace.

MUSIC IS PROVIDED BY . . .

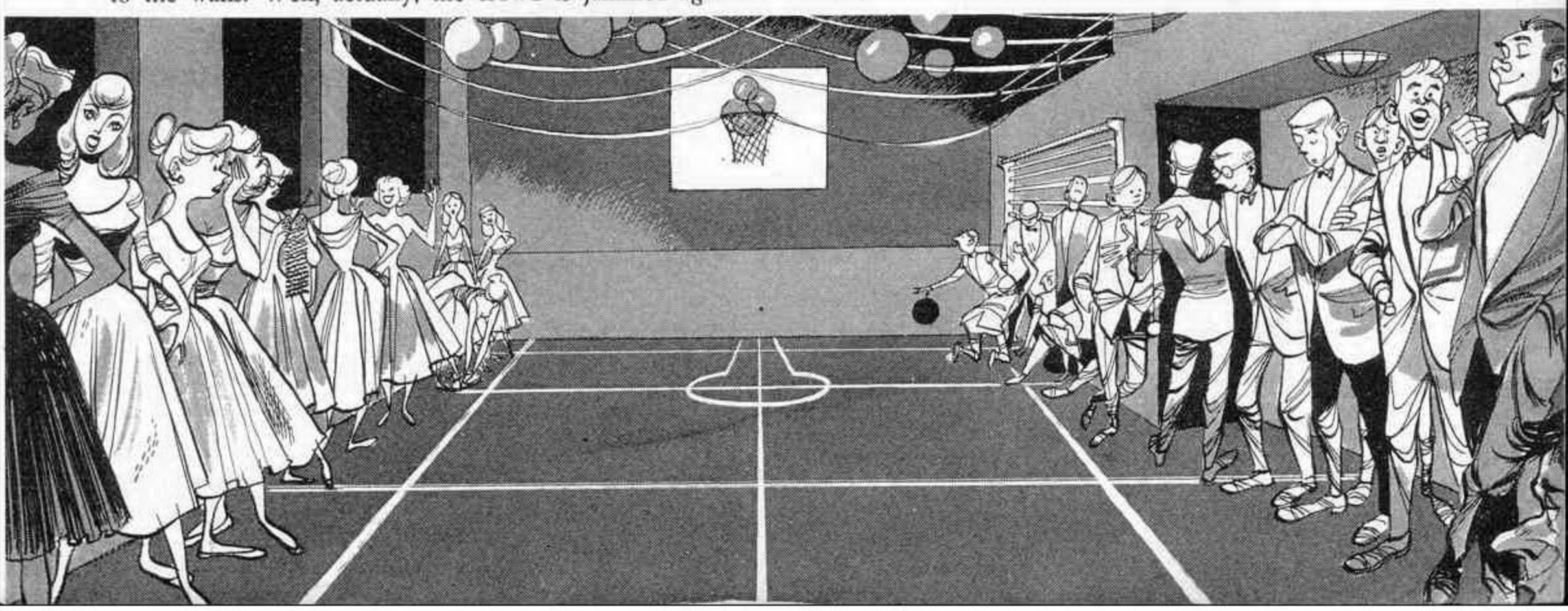
. . . the "Off-Beats", a group of students who refused to join the school band, much to the relief of the Music Director. Their title well-describes the rhythms they play . . .

GYM DECOR IS SUPPLIED BY . . .



. . . a "Decorations Committee" of artistically endowed students. Unfortunately, even after long tireless efforts at camouflage . . . it still looks like smelly old school gym!

FINALLY, THE BIG NIGHT ARRIVES. The crowd is jammed to the walls. Well, actually, the crowd is jammed *against* the walls . . . and the basketball court is "no-man's land". Even school "make-out" men haven't the nerve to cross it.



AFTER A WHILE, THE GIRLS come to the realization that, if there's gonna be a dance at all, somebody will have to take the initiative. So the braver among them select partners, move out into "no-man's land", and begin to dance . . .

AFTER A WHILE, THE BOYS come to the realization that, if they're gonna follow the girls' example, this dance is gonna be one big flop. A conference is called on a plan of action . . . and one brave youth volunteers to break the ice.

NATURALLY, NO ONE DANCES WITH THE PARTNER they'd *really* like to dance with, for fear of starting those embarassing "John loves Mary" rumors. So everyone winds up more or less mismatched, and those rumors start anyway . . .

DANCE BEGINS TO LIVEN UP AS STUDENTS START RUNNING THINGS *REALLY* RIGHT

CHEM TEACHER OCTANE, who has been studiously guarding that punch-bowl, fails to notice the strange goings-on around the water cooler all night . . .

MUSIC TEACHER SOTO VOCE, having developed a sudden intense thirst, fails to notice that "My Hero" sounds oddly like "Rock Around the Clock".

GYM TEACHER Z'BEARD, who had climbed rope to get bird's-eye-view of proceedings, fails to notice that route down has been cleverly removed.

"We'd like to be President of the Rudy Vallee Fan Clubs.

FUN BEGINS WHEN CHEM TEACHER, standing at punch-bowl all evening, finally collapses from drinking it all.

FUN CONTINUES AS GYM TEACHER spots the activity around the water cooler and attempts to slide down rope.

FUN GOES ON AS MUSIC TEACHER dances with star foot-ball player to prove that she is one of the gang. Reputation vanishes following day when she flunks the poor clod.

FUN REACHES PINNACLE WHEN GWENDOLYN FURD, self-appointed entertainer, gargles with water before singing. Lyrics to "Because" strangely resemble shady sailor song.

HIGHLIGHT OF EVENING COMES WHEN ECHOES OF MELEE RESULT IN POLICE RAID

...and there's your Spring Dance, Smurdville High School! Come to think of it, perhaps we were a bit too hasty in turning down your invitation, even if we are the "clean-up squad". After all, there may be some water left in that cooler. Hey, where do we catch the bus to that smelly old gym?

The Editors of MAD

NEWSPAPERS DEPT.

***All the news that's fit to print*
—Bob Harrison

Billy Poobah, son of Mr. & Mrs. Jim Poobah, took a bicycle ride yesterday. But imagine his surprise when he returned home to find his father waiting for him with a hairbrush. It seems that the bike Billy took for a ride wasn't his. It belonged to the little boy next door.

The other day, while perusing pages of a little-known weekly paper called "The Abeline Gardening Club and P.T.A. Gazette", we ran across the above story . . . and it started us thinking. What if this story were picked up by all those wire-services like UP, AP, and URRP, and sent around the country? What would happen to it? Here then is MAD's version of how some newspapers, magazines, and columnists would treat the very same . . .

item

As Pegler Sees It:

A Delinquent Chip off the Old Blockhead

By WESTBROOK PEGLER

I SEE they finally caught up with this guy, this Billy whatzisname, this Poobah whack out in Kansas. But what doesn't surprise me and shouldn't surprise anybody who got out of the sixth grade on his own hook and has half a brain for what's going on and isn't a bunch of dopes is that it's this same Poobah character whose old man was a charter member of the Roosevelt-Truman-Juan Peron-Falange, that carried the citizens of Abeline, along with their votes, in its hip pocket for so long.

And it's the same Poobah, the old man this time, who under cover of being a janitor in one of those egg-head high schools, carried wastebaskets for years in one hand, and his party membership card in the other. And you know what I think of Eleanor Roosevelt.

Before janitor, this slob was a patrol leader in Boy Scout Troop 18, the notorious commy-front group I exposed last Christmas Eve.

It was his old lady who used to bake cookies for the Salvation Army's Send-a-Boy-to-Camp Movement, (alias the Abraham Lincoln Brigade), the same summer camp, you recall, which brought together such commy-loving cronies as you know what I think of Eleanor Roosevelt.

It stinks. The whole thing stinks. You stink.

HOLLYWOOD HIGHLIGHTS

Epic Crime To Be Movie Epic

By LOUELLA O. PARSONS
Motion Picture Editor, International News Service

SNAPSHOTZ OF HOLLYWOOD COLLECTED AT RANDOM . . . Well folks, all Movieland is agog. Because underneath all that tinsel and glamour, people here are just like folks. What I'm trying to tell you is William Wyler stopped by my house this morning on the way to the studio because, as Bill put it, he couldn't wait to tell me the happy news.

Charles Bickford

So here is the exclusive news Bill told me over a cup of coffee in the kitchen. He has purchased the exclusive rights to the "Billy Poobah Story". That was the story you will recall, of the little boy out in Joplin, St. Louis, who stole a bicycle and did all those terrible things. Bill also wanted me to know exclusively that he has lined up Sal Mineo to play Billy, and, of course, June Alyson will play Billy's mother. Charles Bickford, that wonderful old character actor, will play Billy's bicycle.

DAILY NEWS
NEW YORK'S PICTURE NEWSPAPER®

Billy (The Kid) Yields In Daylight Nab

Abeline, Aug. 16 — For sex hours today, citizens of Abeline, shocked by one of the most bizarre crimes committed in these parts since the bawdy, sexy, early frontier days, waited for the capture of the hopped-up, sex-crazed bicycle-thief, sex-year-old Billy Poobah.

The self-styled badman, wearing a Davy Crockett cap and a pair of faded, hand-me-down levis, was finally nabbed in his tree-house hideout along with several accomplices. (Latest reports fail to implicate any of these in the actual theft, although they are all being held as material witnesses.)

Gives up without a fight

Exhibiting the crooked sneer of the incorrigible juvenile delinquent, Billy Poobah was dragged, screaming, into his father's bedroom. (See photos in center fold). Through wild eyes, red-rimmed with debauchery, he looked out on what promised to be his last view of outside faces for at least sex days.

Sheriff refuses comment

The Sheriff's Office refused comment on whether or not Poobah was thought to be the mastermind behind a series of bicycle thefts and sex crimes which have terrorized Abeline for the past sex weeks.

(Compete with professionals! The NEWS *pays five dollars for on-the-spot newstips and unfounded rumors.)*

Lovely Vava Voom, starring in m
melting into cake of ice while sing
playing at your local theatre, so y

In One Head and Out
PEOPLE ARE ALW
WHO BECO
Now you can lear
Kitzenger Per
opposi

Daily Worker

Sharecropper's Son Victim Of International Banker's Plot

Abeline, Kan. Aug. 16 (TASS) — Once more, the hands of American Justice were tied, this time by a wolf-pack of insane, blood-hungry Capitalists, who stormed a rotted and battered farmhouse in the center of the great Kansas Dust Bowl, and with savage screams of "Kill the peasant!", dragged out onto the cropless dry earth the broken and mutilated body of little comrade Billy Poobah.

With typical American Capitalist decadent mob-rule efficiency, they kicked the peasant child as far as the nearest leafless tree, and there, in the words of the popular, pseudo-cowboy, movie-star-propagandists, they "strung him up" for his crime.

Comrade Billy Poobah's only crime was being poor.

This Thursday night, a Memorial Rally for Billy Poobah will be held in Madison Square Garden. Paul Robeson will sing "The Ballad of Billy Poobah", and a collection will be made. Don't fail to attend. Don't fail to bring money.

FILMS RADIO VIDEO MUSIC STAGE
VARIETY

POOBAH TRIAL DOES BOFFO B.O.

'Billyboy' SRO Click in Stix

CONTINUED ON NEXT PAGE

Cut 'em out, paste 'em on your old scratchy 45's, and impress your friends with these . . .

MAD RECORD LABELS

EDITORIAL PAGE

Journal NEW YORK American

"The end of everything is the beginning of nothing."
—William Randolph Hearst

An Open Letter To Billy Poobah

WE'VE NEVER met you, Billy. You may be short, or tall, or fat, or thin, or all those things. We don't know. We may even like you. Someday.

BUT NOT TODAY!

NO, BILLY. Not today. For today, you are an angry man, full of the stone-headed UNREASONABLENESS that has cursed all the angry men who have gone before you.

THE NAPOLEONS, THE HITLERS, THE STALINS, THE ROOSEVELTS!

WE KNOW your crime, Billy. And somehow, we feel that tomorrow, you will regret that crime. AT LEAST WE HOPE YOU DO! For stone-headed UNREASONABLENESS can never contend with TRUTH and HONESTY and SINCERITY and LOVE and HONOR and AMERICANISM.

NOT FOR LONG!

SO TRY, Billy. Try for a moment to look across your narrow road, and see what's on the other side. See what you've done to the people on the other side of that road. See how you have hurt those people . . . PEOPLE WHO LOVE YOU, IN SPITE OF THAT HURT.

WE'VE NEVER met you, Billy. But someday, we may even like you.

THE AMERICAN PEOPLE

The New York Times

BOY, THREE, HELD IN BIKE THEFT

Abeline Youth is Accused of Stealing New Bicycle by Neighbor's Boy

By ROBERT BUCK

Special to The New York Times.

ABELINE, Kan., Aug. 16 – It is alleged to have been reported by hitherto reliable but as yet unconfirmed sources, that a young man was indicted in Abeline, Kan., on a charge of third degree petty larceny. His name is being withheld, presumably pending investigation by proper authorities. This report has been neither confirmed nor denied by local officials.

TIME

THE WEEKLY NEWSMAGAZINE

THE NATION

For Billy, No Santa Claus

Out on the hot, hard, dirt-caked streets of Abeline, Kansas, there was sadness today. For the first time in his brief life, little Billy Poobah (rhymes with Poo-Bah) knew the meaning of fear. Billy, who is short (2'6"), partly bald, and old beyond his thirty-seven months, was taken into custody on a charge of small theft. There, in the hot, hard, dirt-caked bedroom of his small Kansas farmhouse, Father Poobah prepared Billy for his Armageddon. (For Billy's reaction, see DOMESTIC AFFAIRS.)

華僑日報

中共將犯台澎金馬美國有用否

香港臺灣POOBAH統稱態度證航空日同不法

兩種不一般料三日雙方會談不易即有結果　台灣中國外貿易　台機建人員新船深

南越軍隊陸南成　金門對大陸廣播　中國民航機一架　金人雜誌飛金門　台灣產品運美國　關

將恢復反命抗議　促中共工廠反正　開　左日台北飛美　對中共方均準備　美允減少進口稅林

DOCUMENTED CASE-HISTORIES PROVE THAT NORMAL DESIRES TO IMITATE BASEBALL HEROES TURN ORDINARY CHILDREN INTO JUVENILE DELINQUENTS

CASE No. 36

Irving Smedley, age 11, was brought into Children's Court on a charge of having slammed a playmate on the head with a stick. Irving could not logically explain why he did it.

A search of Irving's pockets uncovered the above "Bubble-Gum Card" showing Ted Williams slamming a baseball with a bat. Obviously this is where young Smedley got the idea.

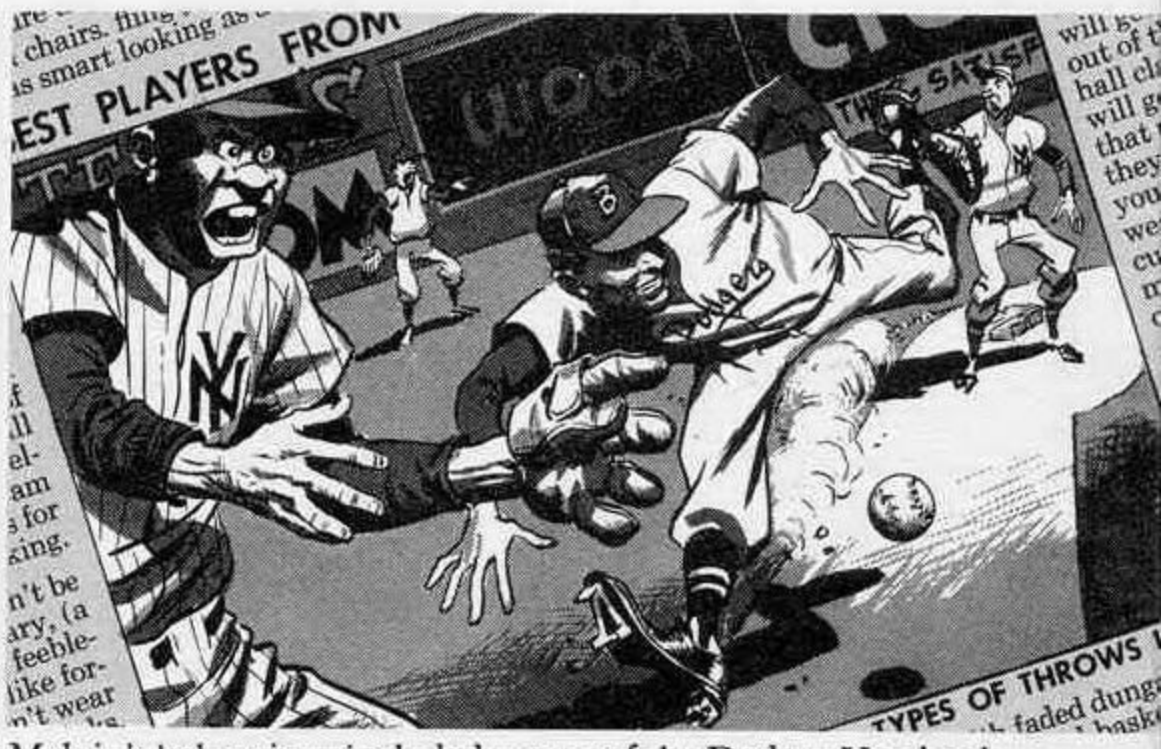
CASE No. 47

Sidney Finster, age 9, was arrested by authorities as the culprit responsible for a series of crimes in which stray animals were found with their natural coats of fur missing.

Subsequent investigation, which included a search of Sidney's room, uncovered a sports magazine with the above testimonial. Obviously, Sidney attempted to emulate his hero.

CASE No. 64

Melvin Cowznofski, age 12, was apprehended while attempting to steal valuable sculpture from local art museum. He could offer no explanation for taking the Work of Art . . .

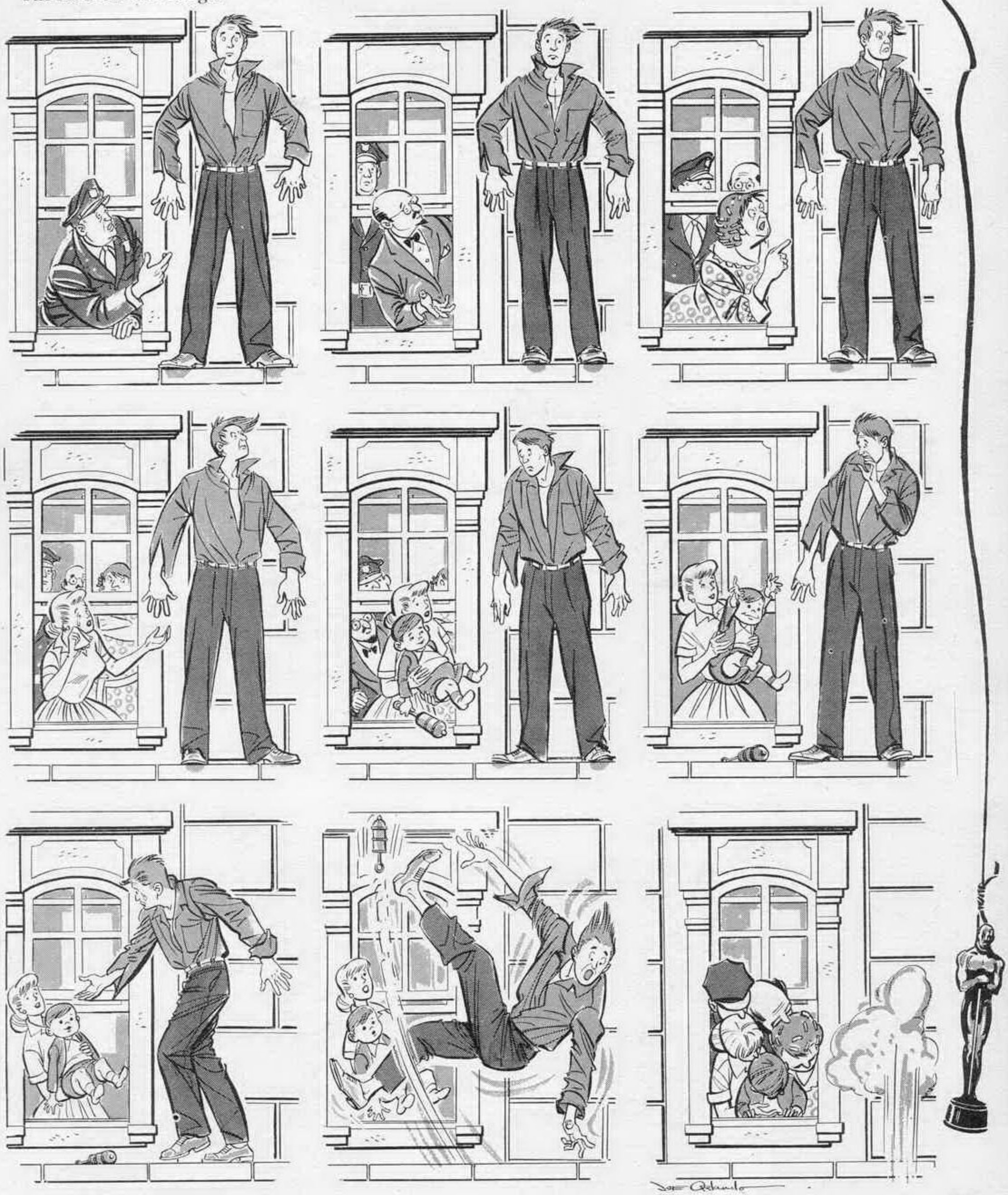


Melvin's belongings included a copy of the Dodger Yearbook, containing the above picture of Pee Wee Reese attempting to steal a base. Obviously, Melvin had tried to outdo him.

Next issue, Dr. Werthless continues with the second installment: "The Little League, Hotbed of Juvenile Crime."

Scenes We'd Like to See

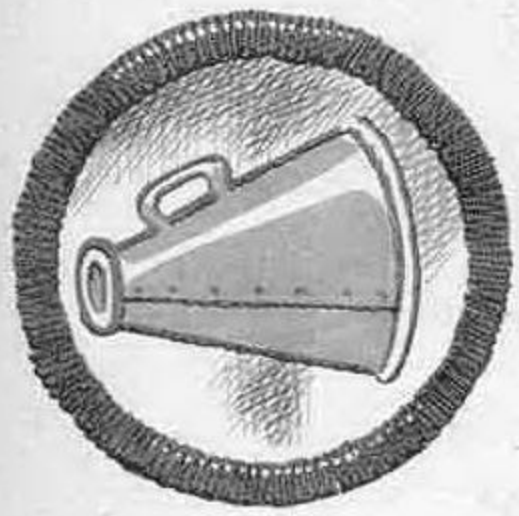
The Man On The Ledge.



You know how there are those millions of stalwart, upstanding examples of American youth who join the Boy Scouts and Girl Scouts, who learn to be trustworthy, loyal, helpful, and like that, and who knuckle down and earn Merit Badges for such constructive activities as Bird-Bath Building and Chicken Raising. You know about them? Well, in this next article, we're not concerned with them. We're concerned with the millions of stalwart, upstanding examples of American youth who *don't* want to kunckle down and earn Merit Badges. We're concerned with *you clods!* Just because you don't indulge in constructive activities doesn't mean you shouldn't have a chance to earn Merit Badges. In this next article, MAD gives you the chance with seven awards for constructive activities you clods *do* indulge in.

MAD MERIT BADGES

BRAGGING



Requirements:

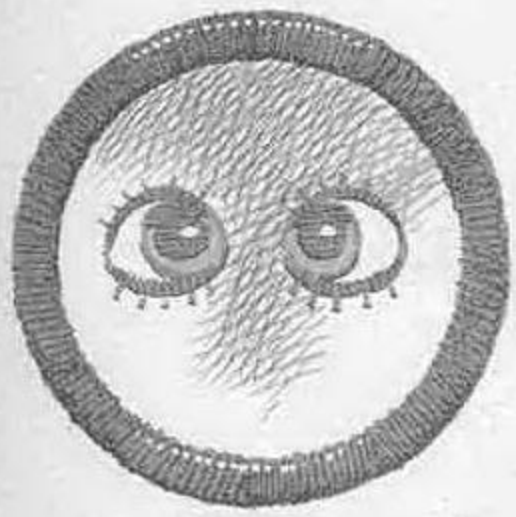
1. Be able to narrate convincingly a fictional experience, such as time you single-handedly foiled attempt by armed bandits to hold up Ladies Turkish Bath, or time you captured dangerous Russian spy.
2. Give four stimulating accounts of fanciful experiences with members of opposite sex. Work up repertory of gestures and vivid facial expressions for emphasis.
3. Learn to deliver such boasts as: "My ol' man can lick yer ol' man . . . anytime!"
4. Learn to deliver first aid to ol' man.

BULLYING

Requirements:

1. Demonstrate three examples of bullying, such as relieving article you've wanted from someone smaller than you; or forcibly winning argument with buddy by threatening to knock his block off; or if you're a boy, beating up a little girl. (If you're a girl, beating up younger brother is acceptable.)
2. Knock over old peddler's pushcart.
3. Knock over old peddler.
4. Wait for smallest, weakest classmate after school, make him carry your books home.
5. Better still, make him carry *you* home!

CIGAR SMOKING



Requirements:

1. Be able to smoke without flinching, gasping, or watering of the eyes, an 8 inch Panatela hemp-filled cigar (including smoking *through* cigar band) down to a ¼" butt.
2. Show proficiency in disposing of cigar butt by over-shoulder toss into cuspidor at a distance of not less than 14 feet.
3. Develop ability to light up, and draw forth rich, billowing clouds of fragrant smoke from a chocolate cigar.
4. Smoke to the bitter end, with utter nonchalance, an exploding cigar.

PICTURES BY JACK DAVIS

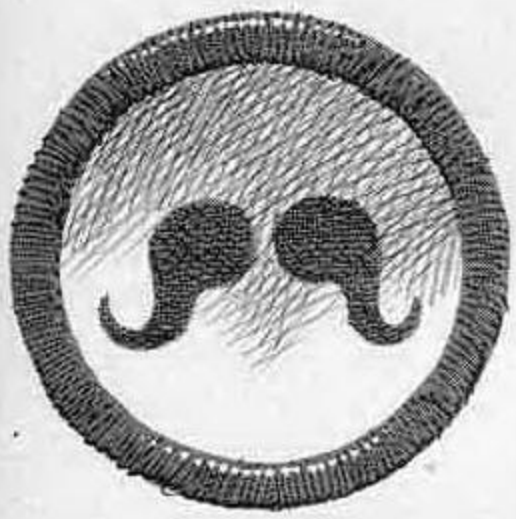
CRIBBING

Requirements:

1. Demonstrate ability of adroit cheater to resist temptation of self-consciously raising eyes from exam paper to proctor.
2. Develop three methods for cribbing, such as inserting scroll in empty wristwatch case. (As stem is wound, answers appear on face.) Occasionally ask proctor what time he has to dispel suspicion.

Note: In above requirement, crude methods such as writing answers on white-walled sneakers will not be valid. Be original, like writing answers on insides of eyelids.

DEFACING



Requirements:

1. Collect needed equipment, like crayons, soap, chalk, old lipsticks, burnt cork, etc.
2. Design and execute five startling types of poster-defacing mustaches.
3. Design and execute four basic alteration devices for use on advertising signs like: a. front teeth black-out stencil; b. pimple stamper; c. horn-rimmed glasses tracing guide; d. adhesive Smith Brother type beard.
4. Demonstrate ability to scrawl clever remarks, poems, and messages illegibly on fences, sidewalks and rest-room walls.

GOOFING OFF

Requirements:

1. Demonstrate four goofing-off activities, such as sleeping in the cellar, lolling in lower branches of Sassafras Tree, dangling bare feet in curbside mud-puddle, napping during Civics class, etc.
2. Give six adequate lame excuses for getting out of running errand for parents, like: "I can't! I got a sprained ankle!" or "Why do *I* always gotta go down to the saloon for the pail of beer? I don't even *like* beer!" or "It's a free country! Lincoln freed the slaves! You can't make me!" Stuff like that.

LOITERING

Requirements:

1. Cultivate spineless, relaxed slouch in order to drape shape against front of: a. Drug store; b. Pool Hall; c. Burlesque.
2. Practice till perfected an uncouth leer.
3. Become adept at penny-pitching, candy machine kicking and key chain twirling.
4. Perfect ear-splitting but appreciative whistle followed by such jocular salutations as: "Hi'ya, Doll!" or "Va Va Voom!"
5. Demonstrate satisfactorily an ability to dangle cigarette from lower lip.
6. Flap lower lip.

* * For some reason we're suspicious of unshaven men who carry switch-knives.

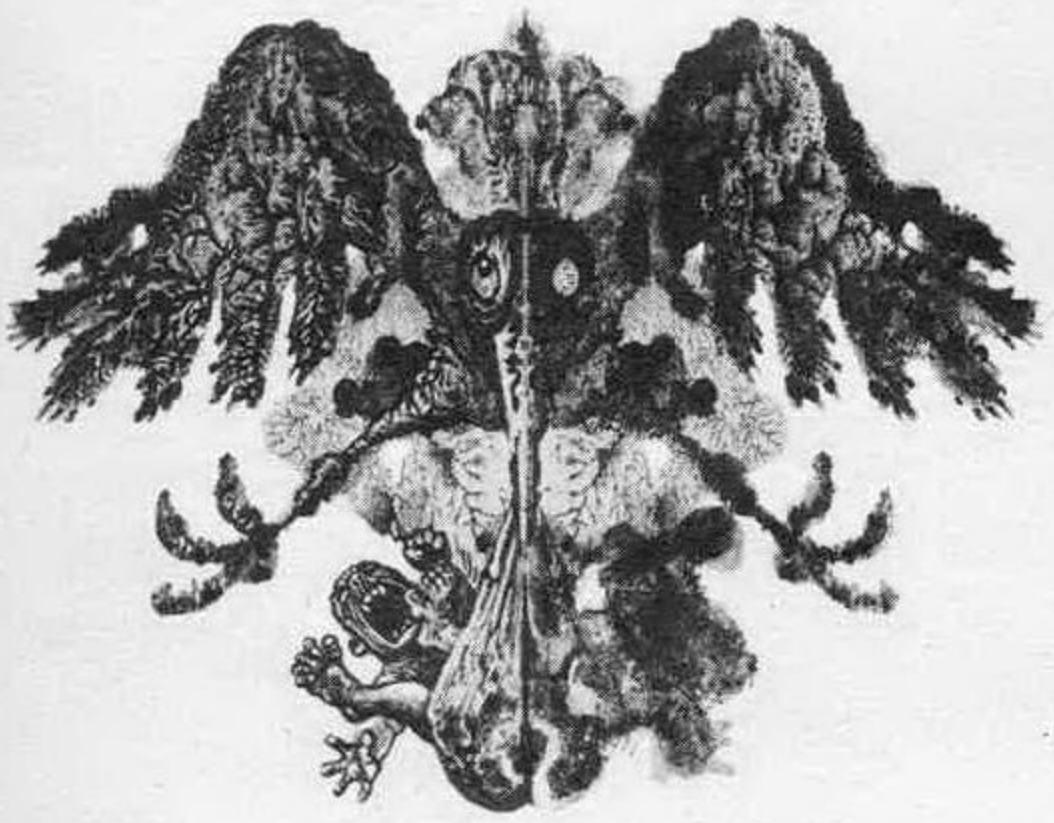
**Two heads are better than one
—Patience and Prudence

You know how every once in a while you stop suddenly in the middle of flapping the lower lip, and you wonder if maybe you're crazy? Well, you don't have to wonder any more. Now you can be sure. Because, today, high-priced psychiatrists have fool-proof tests which can prove you're a fool. Like, f'rinstance, there's the famous Rorschach Test, where you look at these interesting ink blots and tell the psychiatrist what they look like to you . . . and then he tells what you look like to him. The only trouble with that test is . . . it costs about forty or fifty dollars. Which brings us to the purpose of this next article:

Now, as a service to those of you who have stopped suddenly in the middle of flapping the lower lip and wondered, MAD saves you money, eliminates the middle-man, and allows you, in the privacy of your own home, to find out once and for all if you're crazy. So don't be chicken. Go ahead. Take . . .

MAD'S INK BLOT TEST

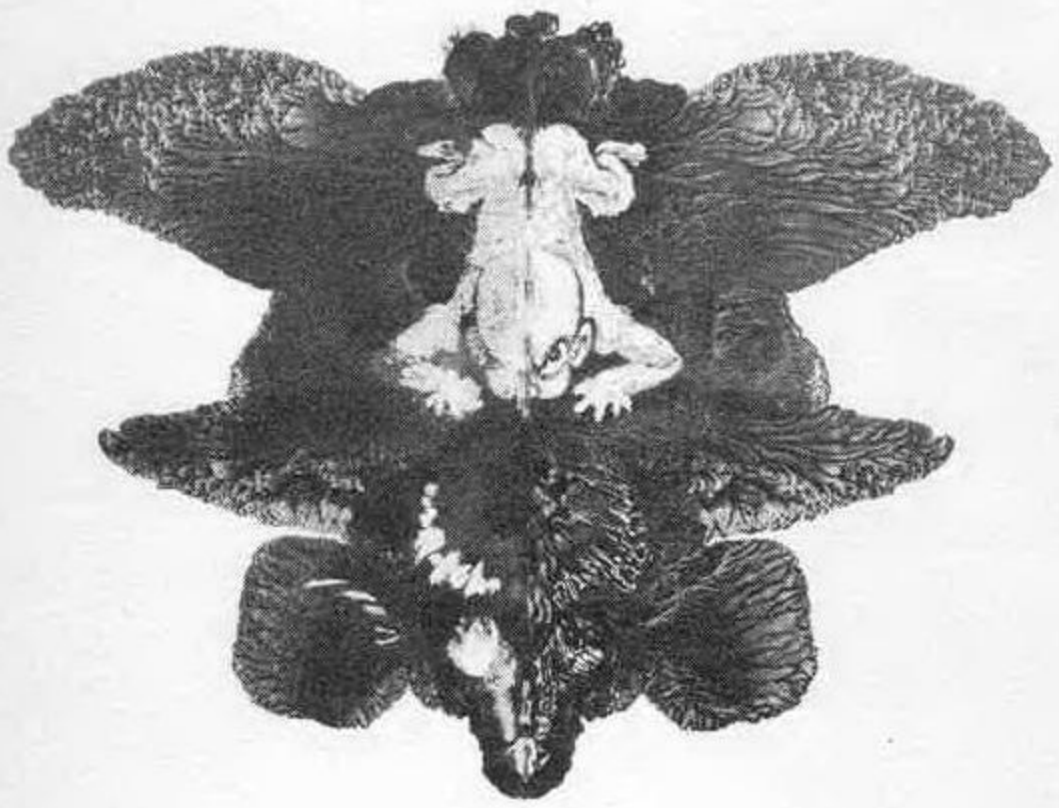
Directions: These ink blots were scientifically designed by a psychiatrist friend of ours who gave up his practice after he suffered a nervous breakdown from listening to his patients' constant complaining. Study each blot for a moment and let it suggest something to you. Then see if it matches the analysis below each blot. Hey . . . no cheating!



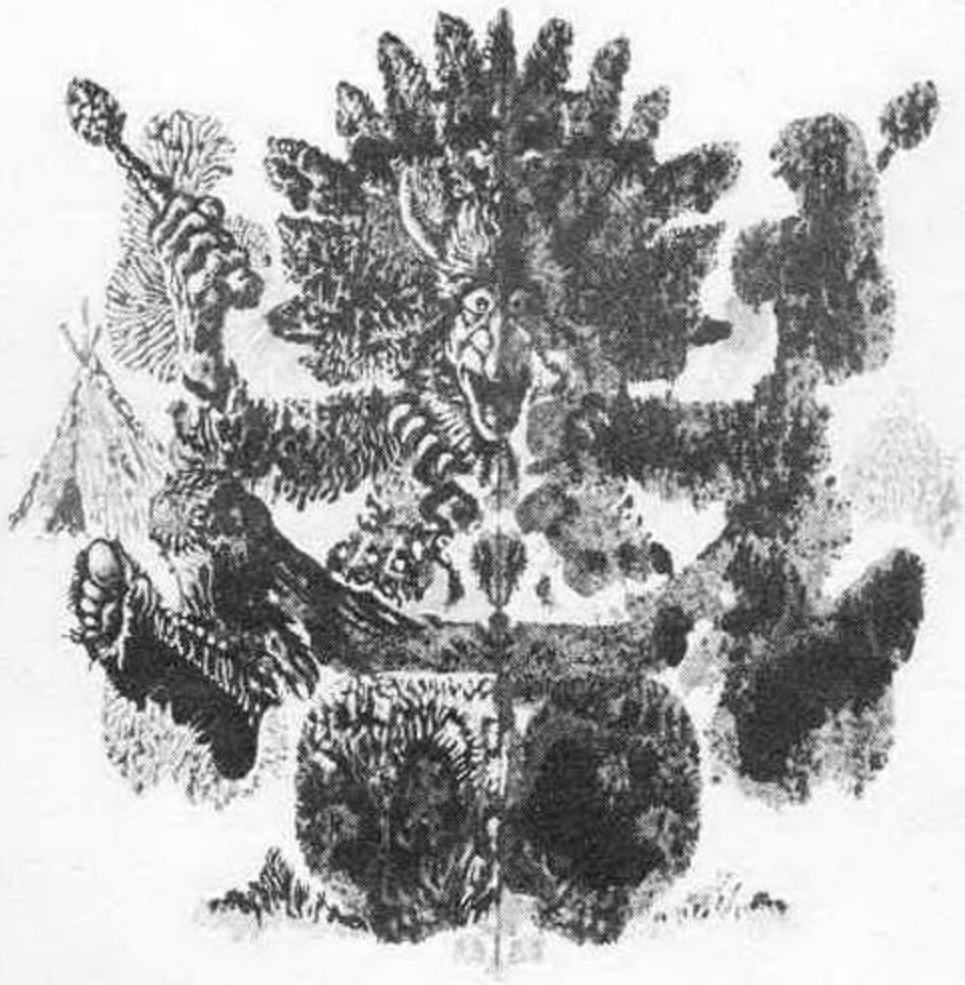
IF this ink blot looks to you like a stork delivering twins, then you are obviously emotionally immature, since any grown-up knows that storks don't bring babies.

IF this ink blot appears to be a bartender loaded with two kegs of whiskey, then watch out. Your subconscious mind indicates that you are a potential alcoholic.

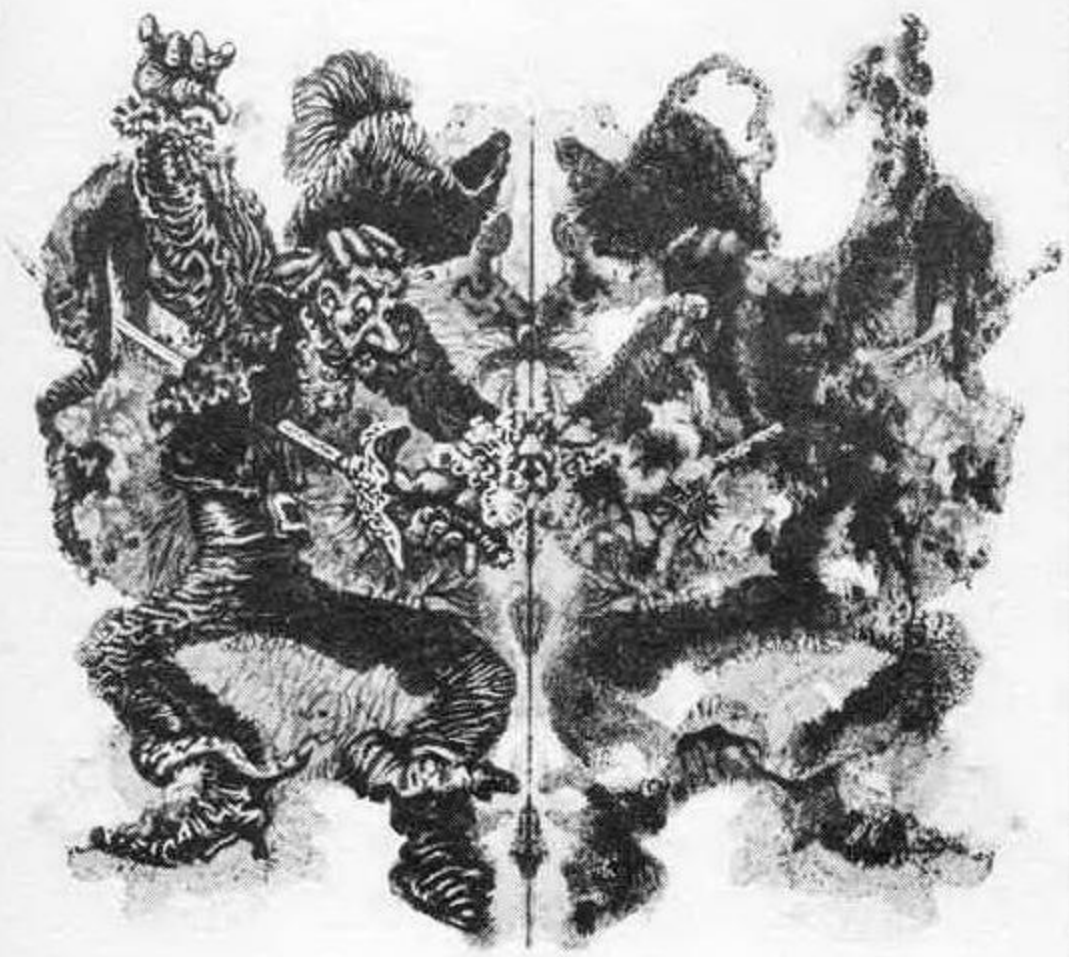
PICTURES BY KELLY FREAS



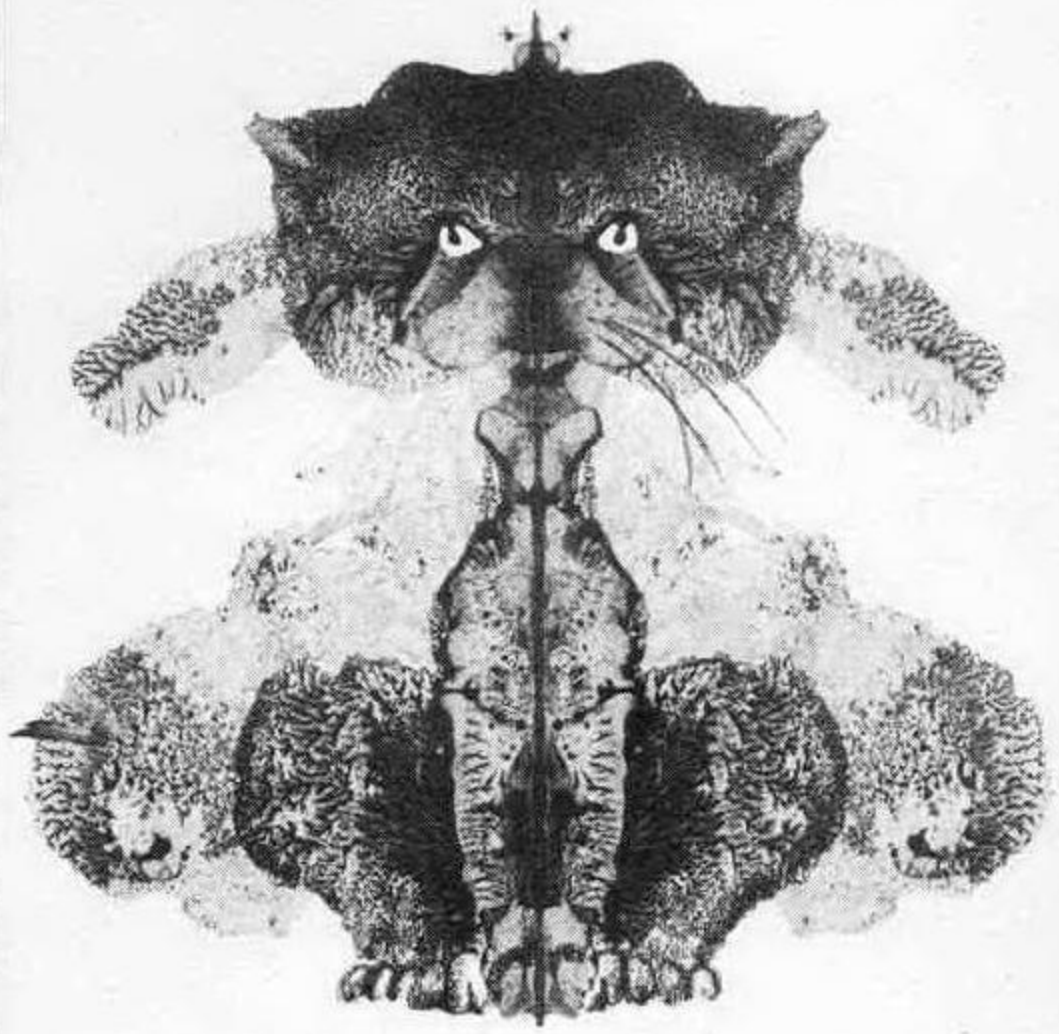
IF this blot resembles a baby on a bear skin rug, then you are emotionally inhibited. Let yourself go, man! A *babe* on a bear skin rug is what you *should* be seeing!



IF this blot suggests an American Indian pounding a war drum, then you obviously have repressed hostilities. You'd like to beat up somebody named Tom . . . *twice*.



IF this ink blot bears a likeness to two swordsmen engaged in an affair of honor, battling to the death, beware! Your reaction shows you have a duel personality.



IF this blot looks like a squatting cat, you're definitely crazy! Not 'cause you see a squatting cat. You're crazy to spend good money on trash like MAD magazine!

***Don't kill the goose that lays golden eggs*
—Dean Martin

**The way to a man's heart is through his stomach
—Lucretia Borgia

AT A TIME WHEN the worst disaster in history looms over us, namely the country's acceptance of Rock 'n Roll as a legitimate art form, the Editors of MAD have volunteered to combat this dreadful antagonist with its arch-enemy, namely, Culture. And so, beginning with the following informative and educational article (designed to convert crew-cuts into long hairs), MAD embarks upon a program dedicated to the task of bringing culture to America's youth. For our first cultural subject we have chosen the field of Comic Opera. And for a cultural look at Comic Opera, we have selected a fine example, the story of Mozart's immortal

DON GIOVANNI

Which is the Italian name for Don Juan
. . . and the cultural name for "Wolf".

PICTURES BY WALLACE WOOD

View of culture-loving opera audience enjoying one of the more amusing scenes from the Comic Opera, Don Giovanni.

Boy, is this Comic Opera comical! In first scene, Giovanni and servant, Leporello, gain admittance to home of beautiful Donna Anna, whom the Don plans to seduce.

Accosted by the dashing Giovanni, Donna Anna screams for help from her father, Don Pedro. But father prefers to keep their name honorable, and instead, draws his sword...

Comical duel follows between Don Giovanni and Don Pedro, results in the old man being neatly run through and killed by the young hero. Isn't that a hilarious turn of events?

Giovanni's next escapade is an attempt to seduce the maiden Zerlina on her wedding night. As he carries her off screaming, the audience screams with laughter. What fun!

CONTINUED-

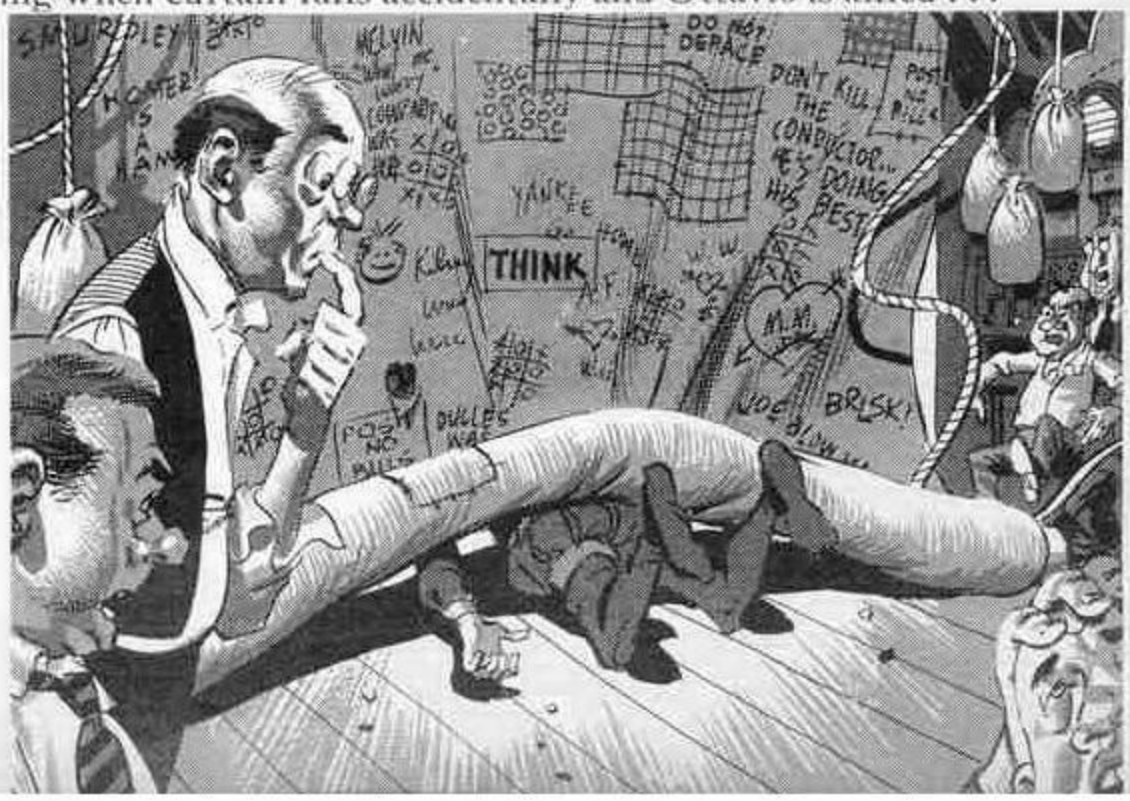
The wedding guests are furious and demand Giovanni's blood, but the Don cleverly manages to escape by changing clothes with his innocent servant. That way, poor Leporello stands a good chance of getting killed instead. A riot?

Zerlina's would-be-groom shows the disguised Don the weapons he has to slay the guy who seduced his would-be-bride. Giovanni proceeds to belt him with would-be-weapons. What a tragedy this would be if it weren't for laughs!

As Act II begins, we see the interior of an ornate, Ancient Egyptian Temple. Huge elephants and spirited horses parade across the stage as brassy trumpets blare in a rousing triumphal march. The comical part of this scene is the fact that somebody backstage goofed and put in the backdrop to the third act of Giuseppi Verdi's Aïda by mistake.

After two stagehands are fired and the mess cleared up, curtain rises on Don Ottavio, fiancé of Donna Anna, who is daughter of Don Pedro, cousin of Don B. Halfsafe . . .

Ottavio sings amusing aria of what a joyous day it will be when Giovanni is killed. Aria becomes even more amusing when curtain falls accidentally and Ottavio is killed . . .



Two more stagehands are fired, and the curtain goes up again, this time on funniest scene of this Comic Opera . . . when Giovanni and Leporello hide from rest of the bloodthirsty cast in a cemetery. Boy, what a funny situation!

Suddenly the statue of the deceased Don Pedro speaks, accuses Don Giovanni of his murder, and announces he will attend party Giovanni plans for the following evening. What's funny here is that he hasn't even been invited . . . !

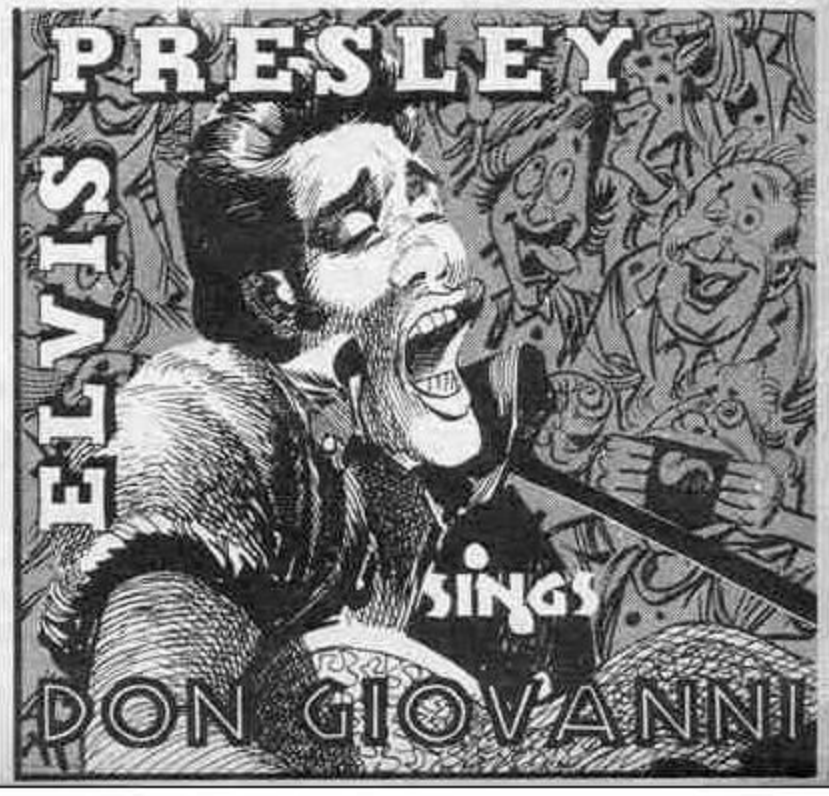
Leporello and Don Giovanni upon hearing the statue's threat, stumble into the night. Worried look on Giovanni's face is not from fear. Worried look on Giovanni's face is from concern over where to get suitable date for statue . . .

Final scene of Comic Opera takes place at Giovanni's party. True to his word, the statue of murdered Don Pedro appears at height of the festivities, drags the shrieking Don Giovanni to his death in a fiery inferno. Hysterical . . . ?

The curtain falls, and the audience howls "Bravo! . . . Bravo! Bravo!" until finally the buxom coloratura, a Miss Emily Bravo, is coaxed into taking another welcome bow...

OPERA FANS!

To fully enjoy this amusing Comic Opera, rush down to your favorite record store and ask for the exciting L-F album pictured at right. You'll be in for even more laughs when your favorite record dealer drops dead from shock!



**Better to have loved and lost than never to have loved at all*
—Tommy Manville

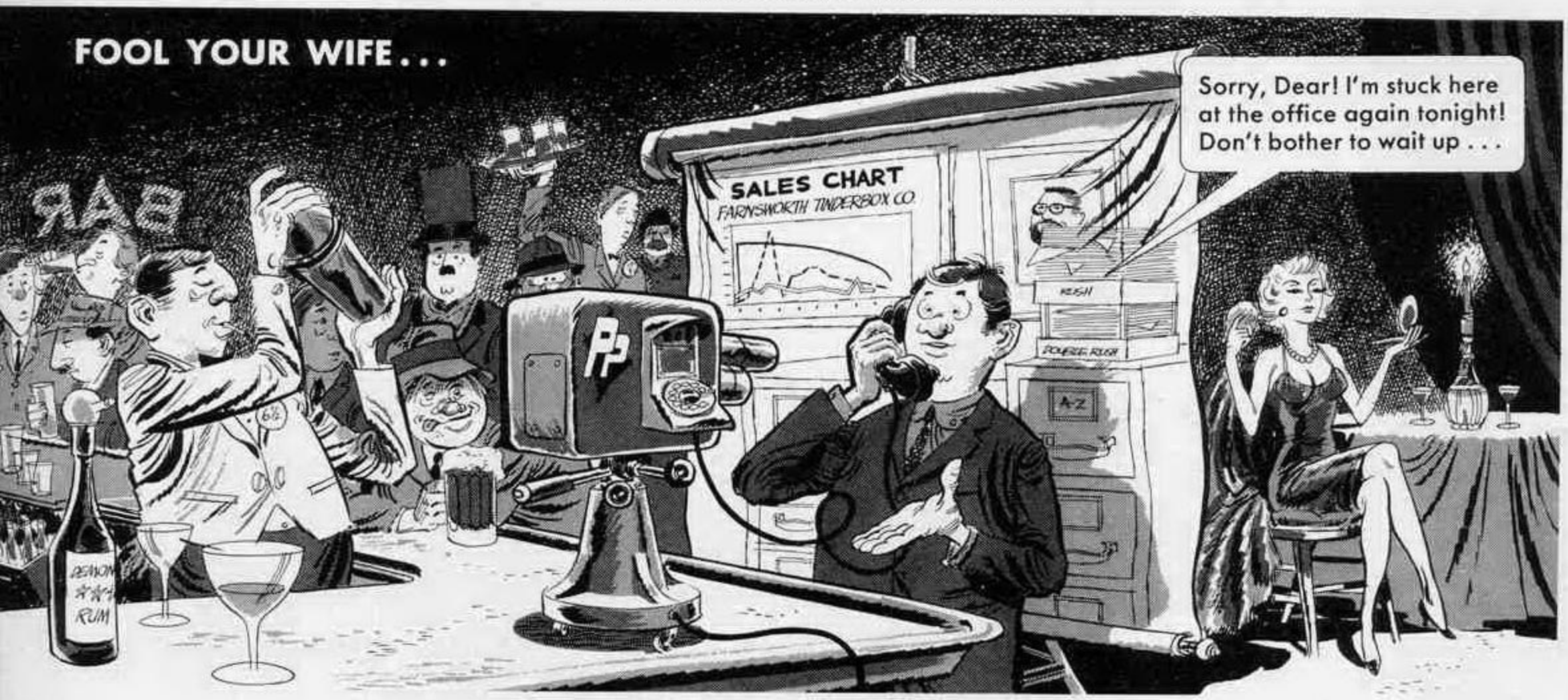
SEEING IS BELIEVING DEPT.

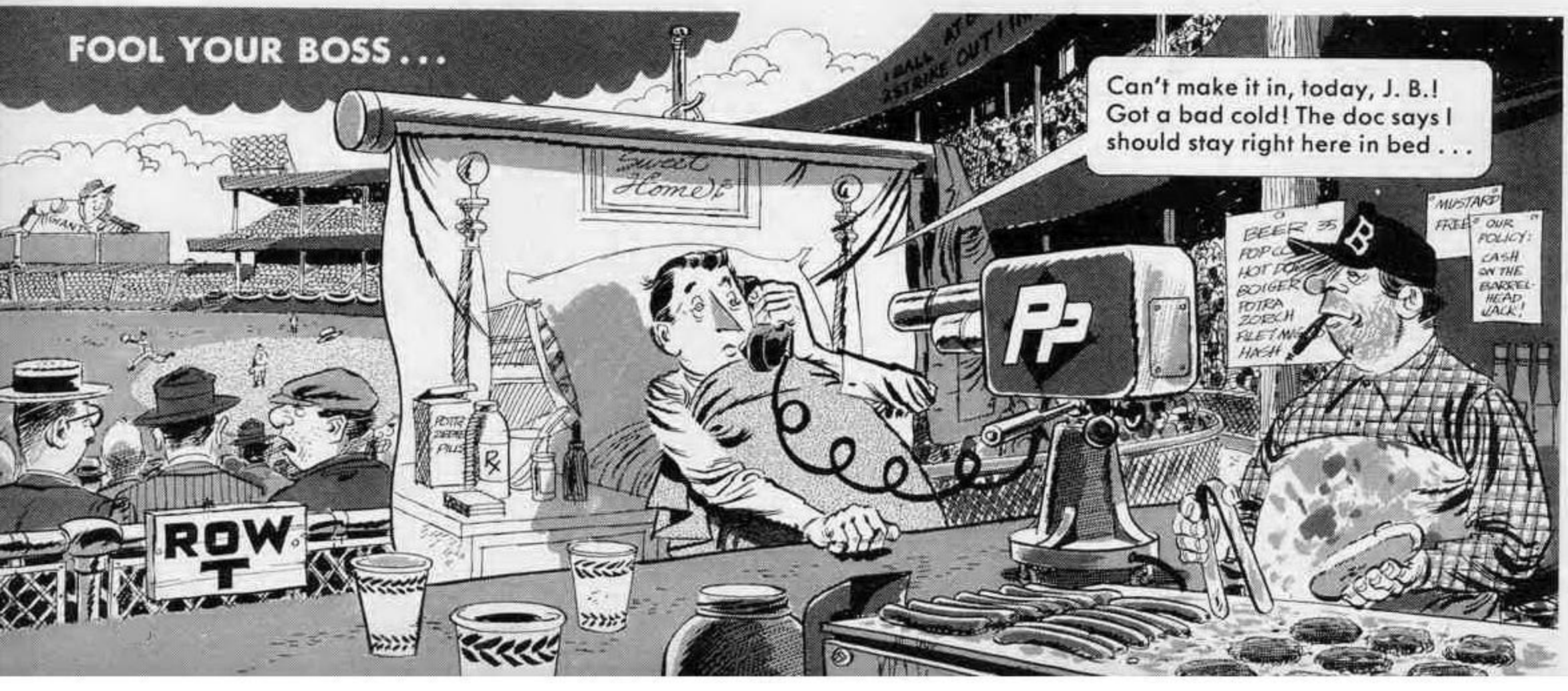
You've heard about this "Picture-Phone"... the coming telephone system where you not only hear, but see the person you're talking to? Well, we at MAD are worried about a big problem its use is sure to create. And we're not talking about the problem: How you gonna answer the "Picture-Phone" when it rings while you're taking a bath? This is no problem for us, since we don't take baths. What we're worried about is the problem: How you gonna tell them little white lies, when the people you're trying to fool can see for themselves you're a faker? The solution, as we see it, is: Some smart operators . . . Us, for example! . . . should bring out a kit specifically designed for fooling people on "Picture-Phone". You would merely tell them little white lies while standing before old window shades cleverly converted into:

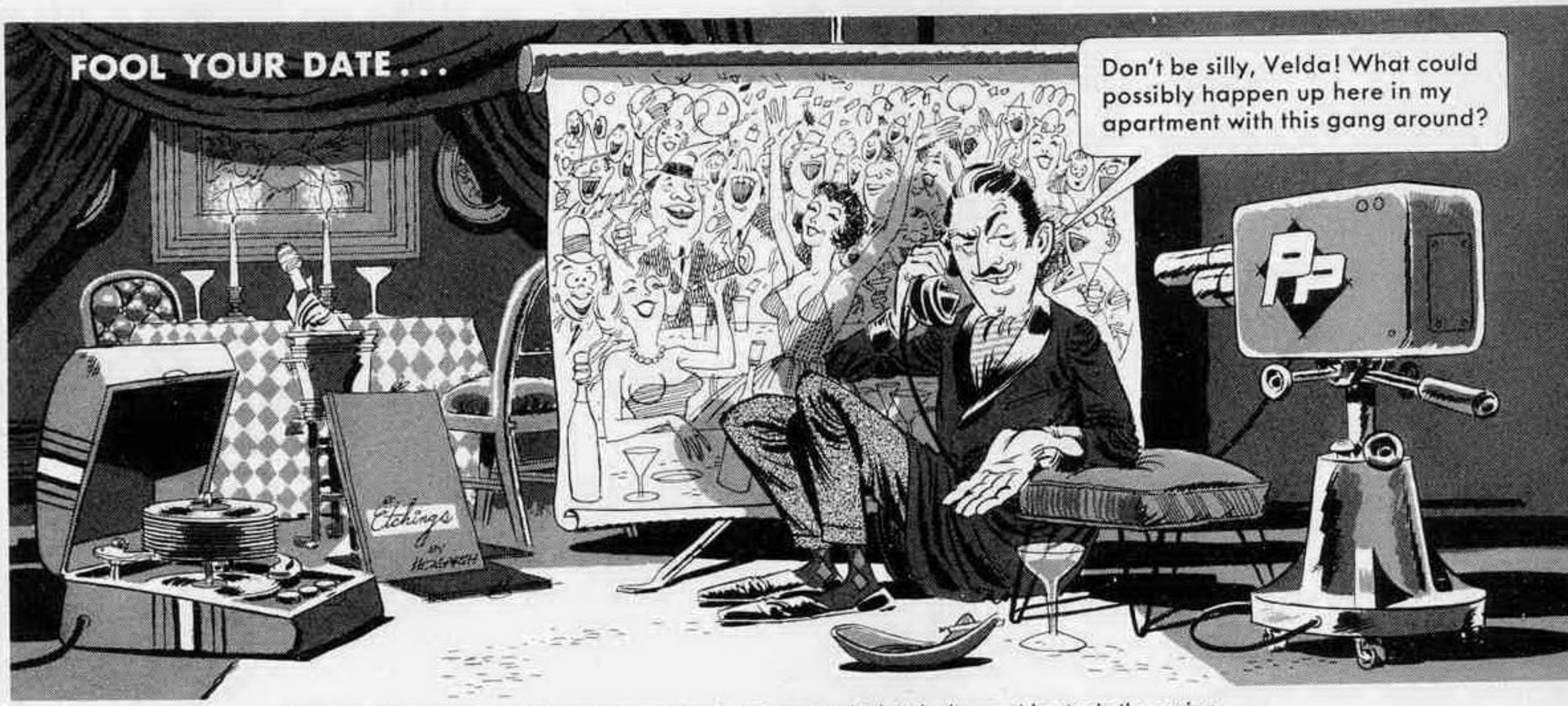
"The trouble with people is their trouble with people."

MAD'S PICTURE-PHONE BACKDROPS

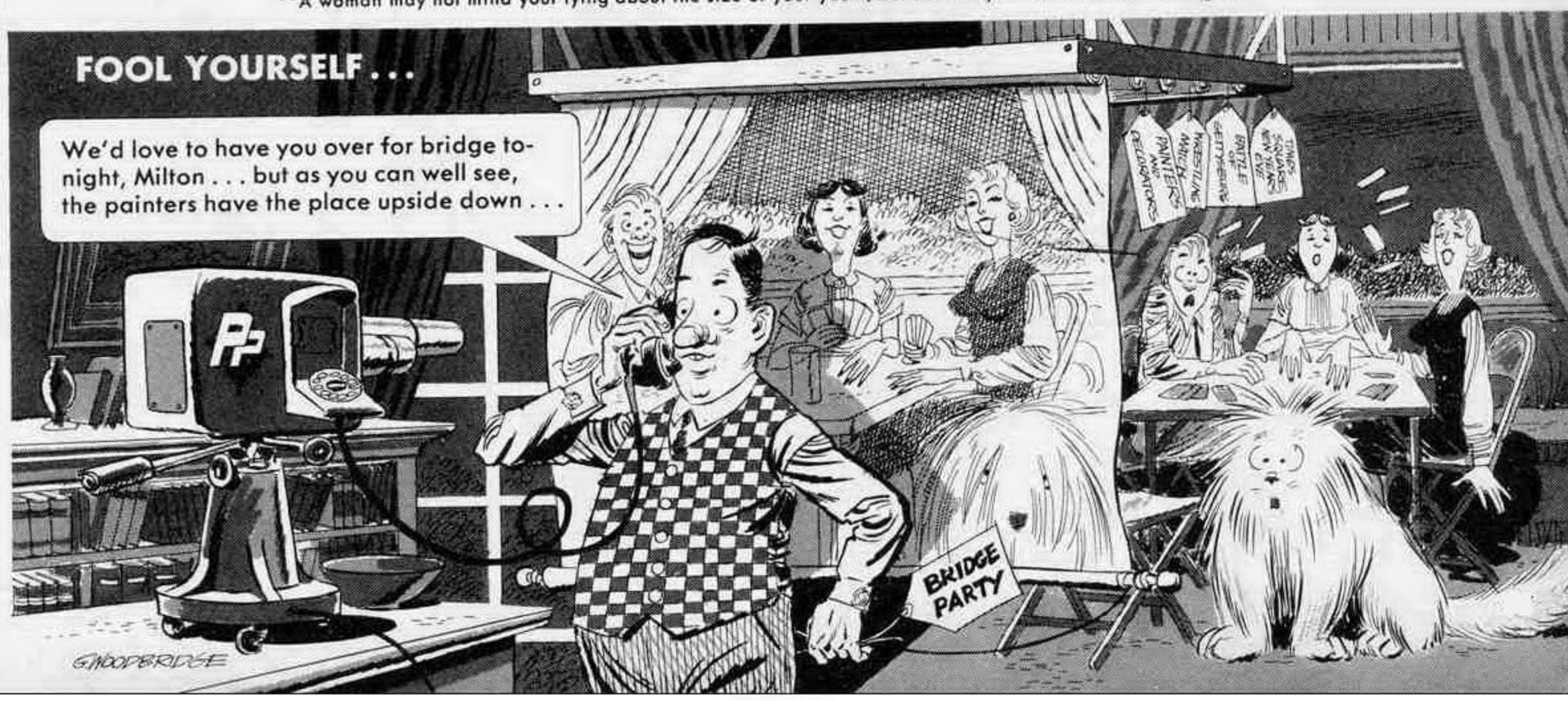
PICTURES BY GEORGE WOODBRIDGE







**A woman may not mind your lying about the size of your yacht, but don't expect her to do the rowing.



Leave us face it . . .

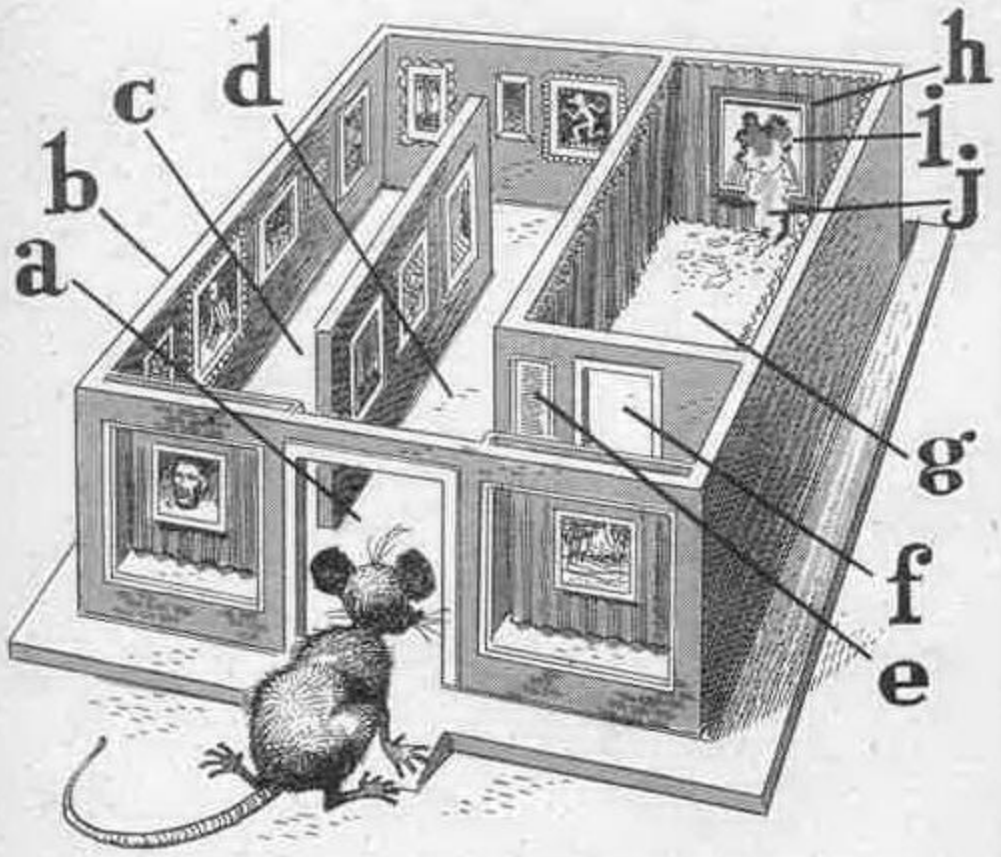
. . . this is a heck of a thing to do to a mouse!

Uncivilized, isn't it? And yet, in the homes they share all over the country, millions of innocent American mice are daily meeting this same sudden cruel fate. Think about this for a moment or two. Think hard about this. Think of *yourself* in this mouse's shoes. By George, you'll *have* to think hard about this, since any fool knows mice don't wear shoes!

All kidding aside, this article has been written because MAD has a conscience. This article has been written because MAD has a feeling for poor little animals. But mainly, this article has been written because MAD has these two pages to fill up. And so, on these two pages, MAD suggests six new approaches to the problem of trapping mice. On these two pages . . .

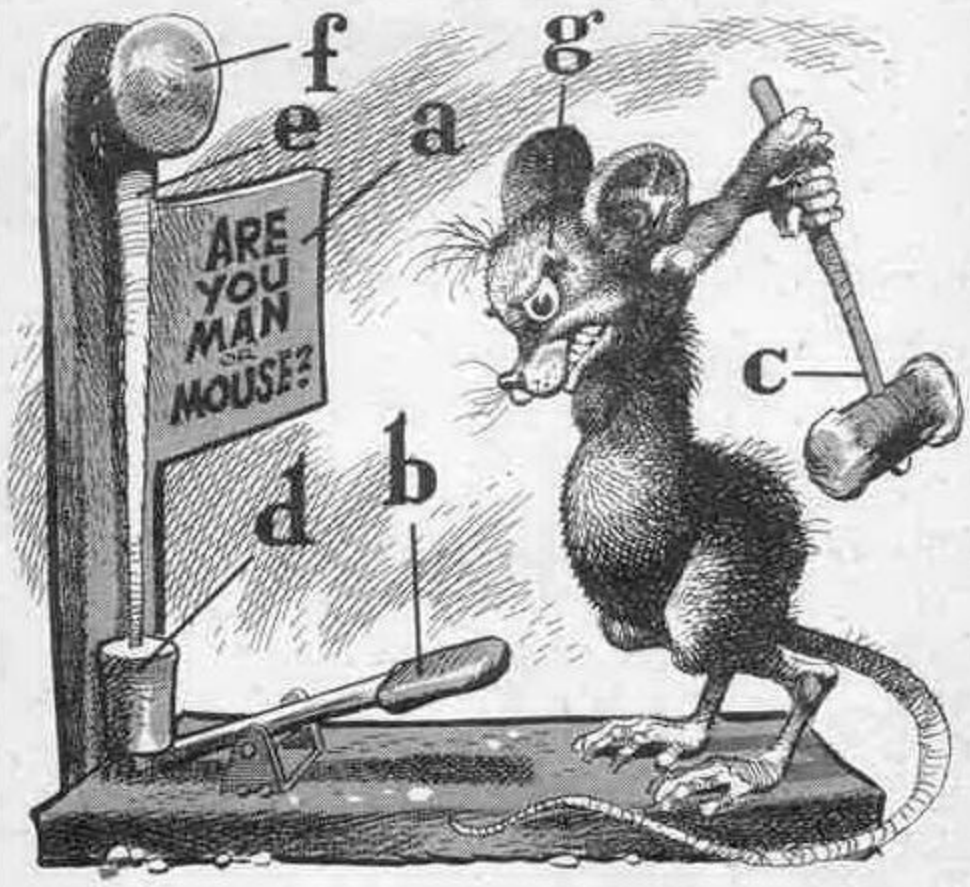
MAD BUILDS A MORE CIVILIZED MOUSE TRAP

THE ARTISTIC APPROACH



Culture-loving mouse passes through attractive entrance (A) of trap designed to look like high class art gallery (B). Corridors (C) and (D) are lined with framed microscopic reproductions of valuable old masters. Door to salon (E) has sign (F) announcing special showing of original world famous painting of the Mona Lisa. Excited mouse rushes into salon (G), sees frame (H) with canvas (I) slashed to ribbons (J), and has heart attack.

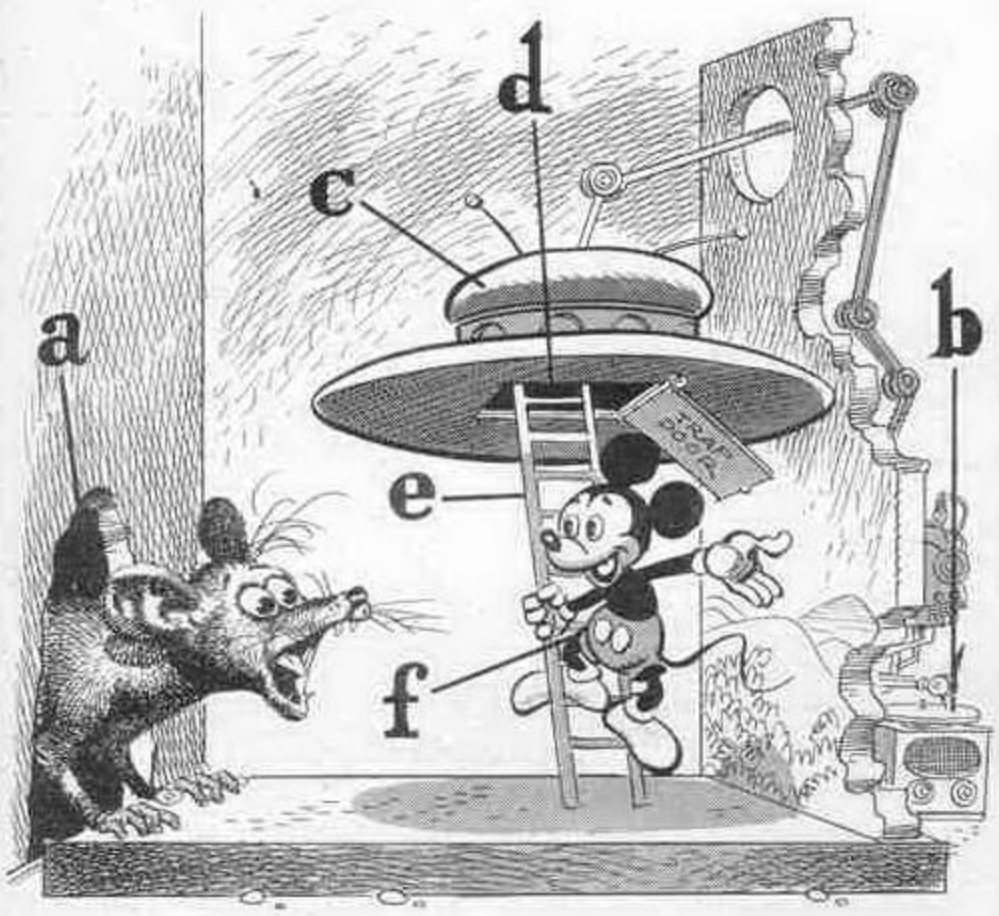
THE ATHLETIC APPROACH



Muscle-flexing, he-man-type mouse is urged by cleverly-worded sign (A) to prove strength by slamming lever (B) with sledge-hammer (C) sending weight (D) up wire (E) ringing bell on top (F). Gullible mouse confidently makes attempt (G) but ingeniously tapered wire (E) prevents weight (D) from reaching bell (F). Stubborn mouse, after trying in vain all night, collapses from exhaustion.

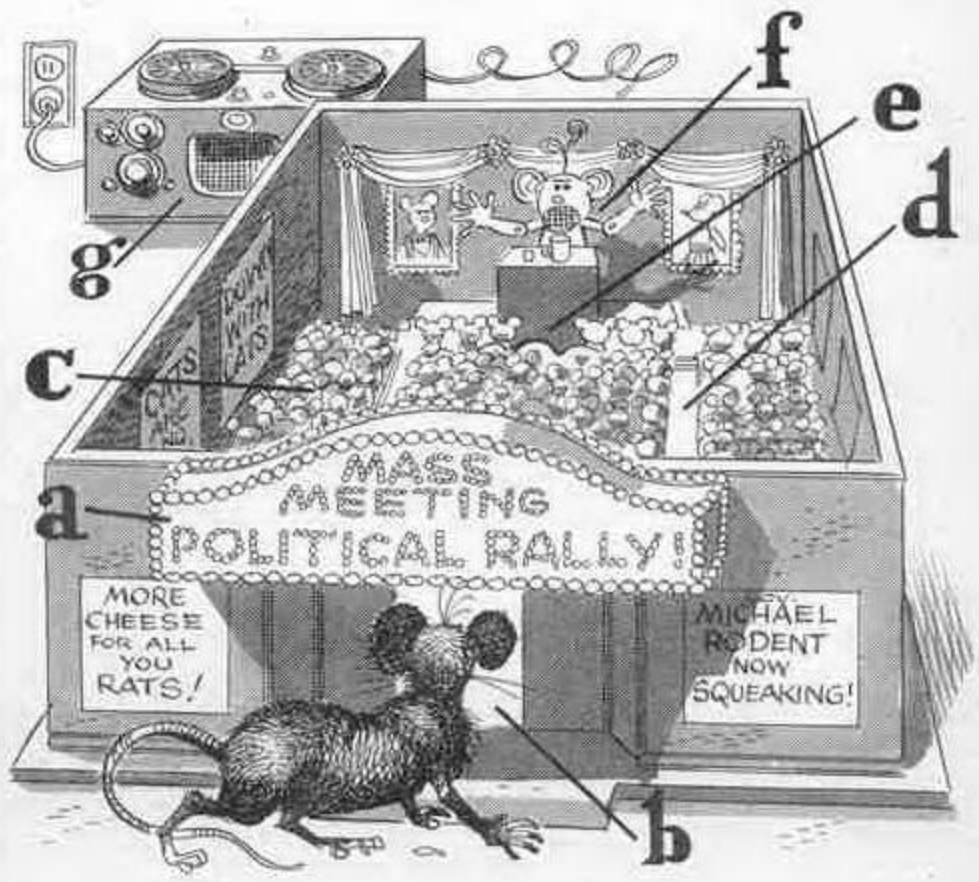
PICTURES BY JACK DAVIS

THE FANTASTIC APPROACH



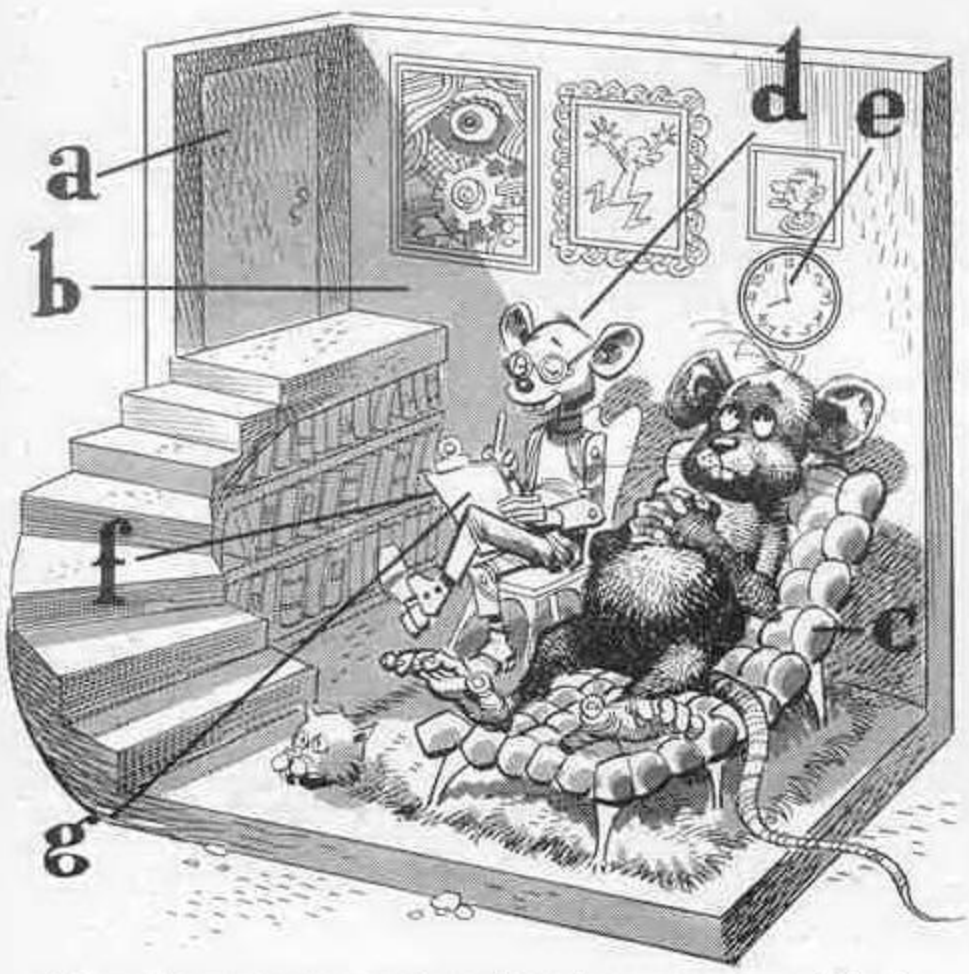
Science-Fiction-minded mouse, lured from hole (A) by strange recorded sound (B), watches in awe as mechanical flying saucer (C) makes simulated landing. Mouse's excitement mounts as door in saucer (D) opens and ladder (E) is extended. At sight of emerging horrible alien creature (F), terrified mouse drops dead.

THE POLITICAL APPROACH



Civic-minded mouse sees marquee (A) announcing big mass-meeting political rally, eagerly enters doorway (B) of trap designed to look like huge auditorium jammed with stuffed mice (C), moves down aisle (D), slides into only available seat (E), turns attention to rabble-rousing mechanical speaker (F) delivering tape-recorded political address (G), and is scalded to death by blasts of hot air.

THE PSYCHOLOGICAL APPROACH



Neurotic-type mouse impulsively enters door (A) of trap designed to look like mouse-psychiatrist's office (B), lies down on couch (C), tells all to mechanical nodding mouse-analyst (D) for usual hour session (E), is then handed bill (F), and at sight of outlandish charge (G), blows top.

THE HUMOROUS APPROACH

Reader-of-Mad-Type Mouse, attracted from hole (A) by current issue of this magazine (B) opened to this article (C), sees sheer idiocy of suggested civilized approaches (D, E, F, G, & H), knows that old-fashioned gadget is only effective method of trapping mice, and dies laughing.

• • Morticians strike us as the gloomiest of all tradespeople.

OUT OF LEFT FIELD DEPT.

WE HERE AT MAD ARE ALL FOR FIGHTING JUVENILE DELINQUENCY. BUT WE ARE FOR FIGHTING THIS PROBLEM INTELLIGENTLY AND SCIENTIFICALLY. WE JUST CAN'T TAKE SERIOUSLY THOSE PSEUDO-EXPERTS WHO COME FORWARD FROM TIME TO TIME WITH ARTICLES PROCLAIMING CURE-ALLS FOR THIS VAST AND COMPLICATED PROBLEM. ARTICLES LIKE THIS:

BASEBALL IS RUINING OUR

THE BATTER'S function consists of swinging a lethal weapon, a club, with all of his brute strength, at a defenseless ball, with the sole purpose of smashing it as far as he can. From this act, our impressionable children learn, wrongly, that *the stronger you are, the greater will be your reward.*

PICTURES BY WALLACE WOOD

THE BUNT is another form of batting the ball. The player, who is expected to swing hard at the ball, suddenly switches his stance in order to tap a pitch lightly down in front of the plate, catching his opponent off-guard. Here, our young people learn that *sneaky tactics are also rewarded . . .*

Society is like a garden, and our children are like flowers that bud, grow, and bloom there. Unfortunately, in today's garden, many of our flowers are going bad. The fact is, they're turning into stinkweeds! When *one* weak flower goes bad in a garden, it is nothing to worry about. But when *many* flowers begin going bad in a garden, that *is* something to worry about. Pretty soon the whole place will be one awful mess!

Today, juvenile delinquency plagues society. Thousands of flowers are going bad in our garden. It's time we exposed the cause. And it is not Japanese Beetles!

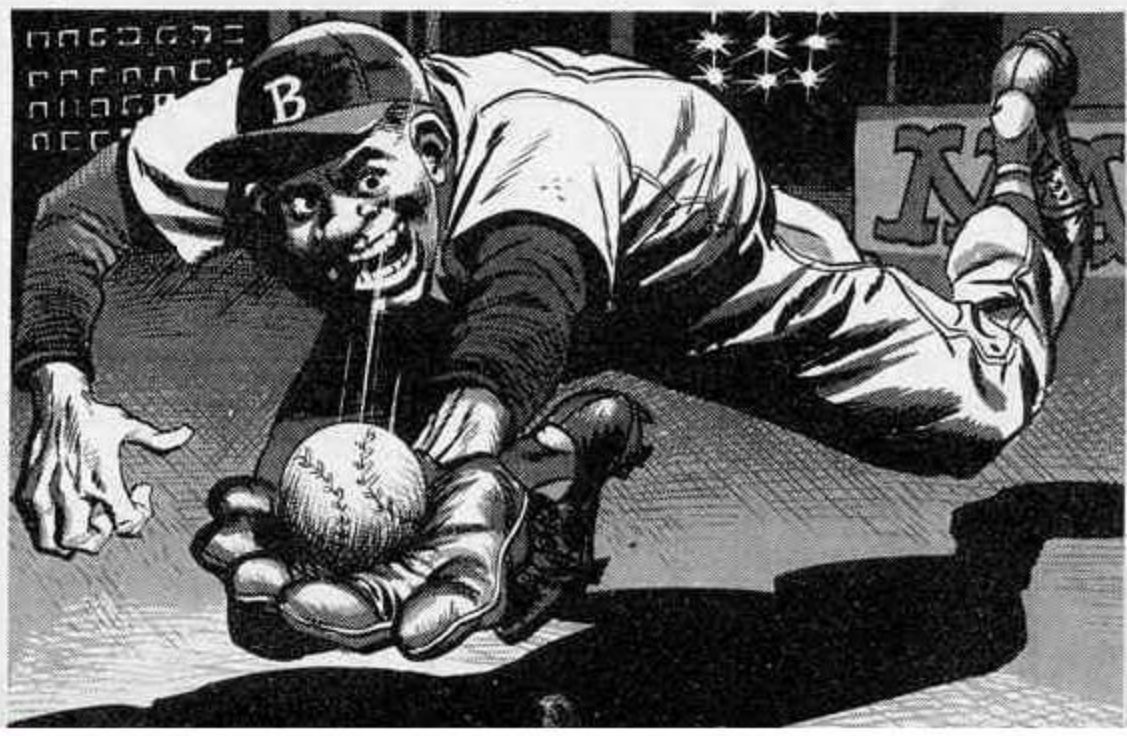
The cause can be found right smack in the middle of our garden . . . on the grass . . . where they play "Baseball"!

For many years, I worked closely with "juvenile delinquents". Then my hair turned gray, and they kicked me out of their gang. But while I was with them, I studied them. I questioned them, probed their minds, uncovered their ids, examined their egos, and rifled their pockets. And in every single case I examined, I repeatedly came up with the same shocking fact: *At one time or another, every one of those poor misguided children had been exposed to the game of "Baseball"!* They had either *played* it themselves, or *watched* it being played . . . not to mention the countless other indirect exposures such as *"Baseball Magazines"*, *"Baseball Record Books"*, and the worst offender of all, *"Baseball Bubble-Gum Cards"*.

Yes, the game of "Baseball" is souring the soil of society's garden, rotting our flowering youth.

Let me analyze this "game" for you. Let me expose the psychological undertones present in this so-called "sport".

A SHOESTRING CATCH describes the action of a player who runs in and retrieves an otherwise safely-hit ball before it touches the ground, literally catching it at his shoes. Such a feat usually earns a burst of applause, teaching that *to deprive another of what is rightfully his is a laudable act.*



Dr. Frederick Werthless, shown above, gathering material for this article from the "Dodger Yearbook", interviewed hundreds of teen-age delinquents as they left Children's Courts all over the U.S. "The evidence was overwhelming!" states Dr. Werthless. "Almost every delinquent child brought into court had a past record of either playing or watching baseball!"

CHILDREN

by FREDERICK WERTHLESS, M. D.

And I can do this! After all, I'm a *Psychiatrist!*

The very essence of "Baseball" is "hostile aggression"! Take, for example, the act of "Batting". The function of the "batter" is to swing a lethal weapon, a club, with all his brute strength, at a defenseless ball, with the sole purpose of smashing it as hard and as far as he can. The harder and further he smashes it, the greater his reward!

What kind of healthy example is this for our youth?

With his act of brute force successfully completed, the "batter" seeks out safety by running to first base. *Runs,* mind you, like a thief in the night!

Is he so plagued with guilt that he cannot walk?

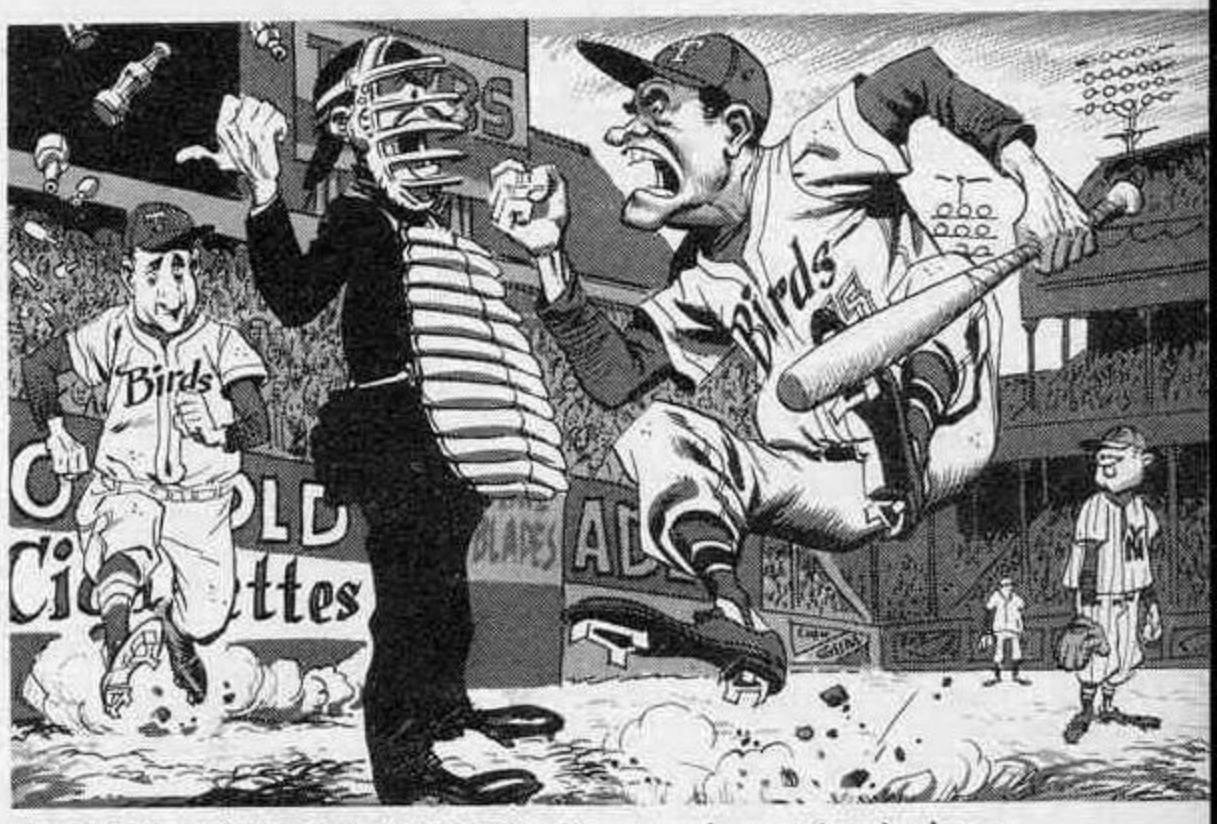
The opposition, a team of nine equally "hostile" and "aggressive" men, whose purpose is to deprive the "batter" of his desire to reach safety, pounce upon the "violence-inflicted" ball, and attempt to relay it to the protector of a base before the "batter" can arrive.

An arbiter, dressed in a uniform subtly suggestive of a policeman, judges the play and makes his decision. Consequently, only one of the protagonists can be pleased. The other must rebel!

He defies authority as our children watch!

And so it goes through the course of the game . . . one disgraceful exhibition after another . . . deplorable examples for our impressionable youth.

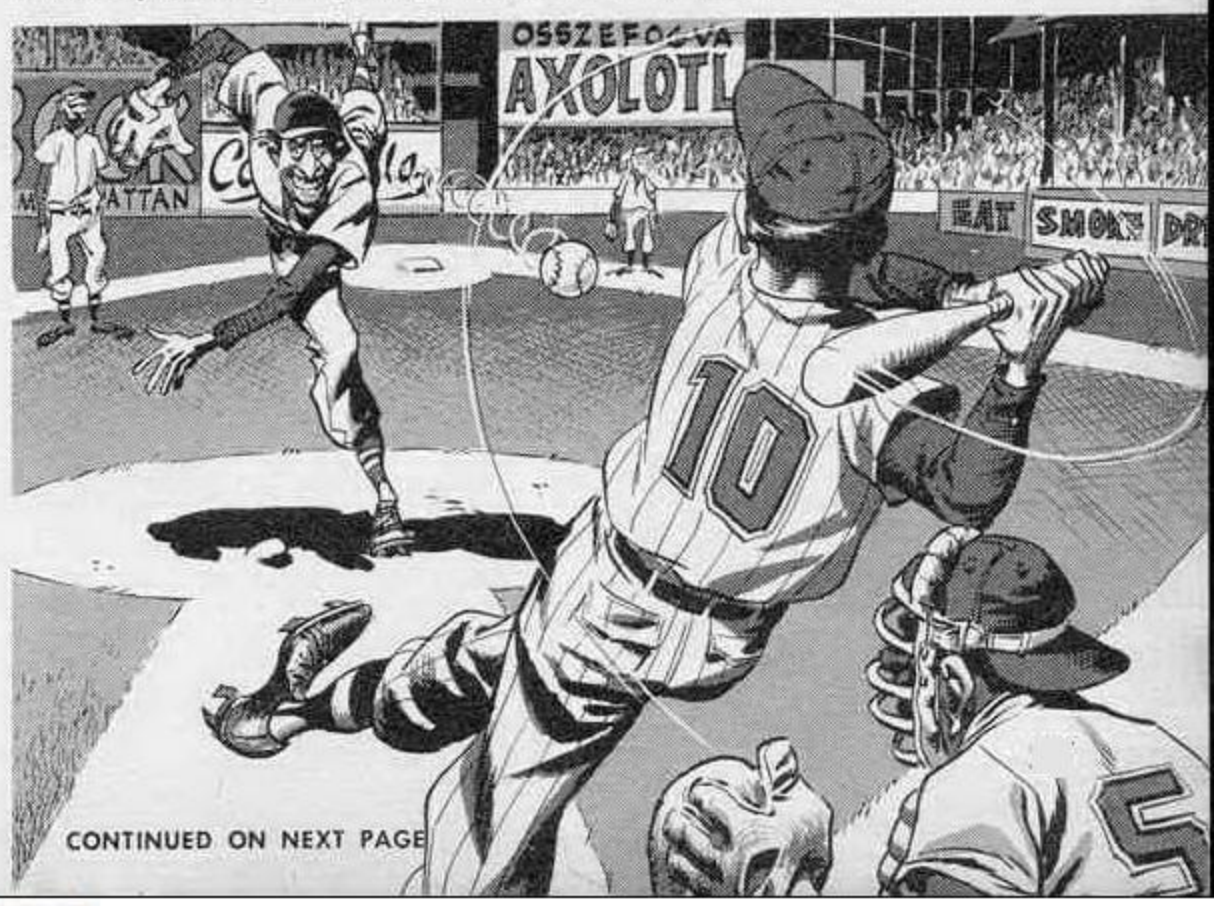
Study the pictures on these pages, and the documented case-histories on the following page . . . and see if you don't conclude that BASEBALL IS RUINING OUR CHILDREN . . . that the "game" should be banned, the players committed to institutions and the stadiums turned into parking lots!



ARGUING WITH AN UMPIRE is the usual practice in baseball. If a player does not happen to agree with a decision, he enters into heated disagreement with the arbiter, to the point of name-calling and nose-thumbing. From this display, children learn that *rebellion against authority is acceptable.*

THE PITCHER uses many deliveries calculated to cause the batter to miss. These consist of assorted fast balls which curve, drop and even slide. Then, he uses a complete change of pace, the so-called "let-up" pitch, confusing the batter, and implanting in young minds *the evil seeds of deception.*

BREAKING UP THE DOUBLE PLAY, a despicable practice, consists of a runner's sliding into a base with spikes high. The base player, in avoiding these lethal blades, cannot get his throw away, and is lucky to get away himself. Here, our younger generation learns *the advantages of dirty tactics* . . .



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DOCUMENTED CASE-HISTORIES PROVE THAT NORMAL DESIRES TO IMITATE BASEBALL HEROES TURN ORDINARY CHILDREN INTO JUVENILE DELINQUENTS

CASE No. 36

Irving Smedley, age 11, was brought into Children's Court on a charge of having slammed a playmate on the head with a stick. Irving could not logically explain why he did it.

A search of Irving's pockets uncovered the above "Bubble-Gum Card" showing Ted Williams slamming a baseball with a bat. Obviously this is where young Smedley got the idea.

CASE No. 47

Sidney Finster, age 9, was arrested by authorities as the culprit responsible for a series of crimes in which stray animals were found with their natural coats of fur missing.

Subsequent investigation, which included a search of Sidney's room, uncovered a sports magazine with the above testimonial. Obviously, Sidney attempted to emulate his hero.

CASE No. 64

Melvin Cowznofski, age 12, was apprehended while attempting to steal valuable sculpture from local art museum. He could offer no explanation for taking the Work of Art . . .

Melvin's belongings included a copy of the Dodger Yearbook, containing the above picture of Pee Wee Reese attempting to steal a base. Obviously, Melvin had tried to outdo him.

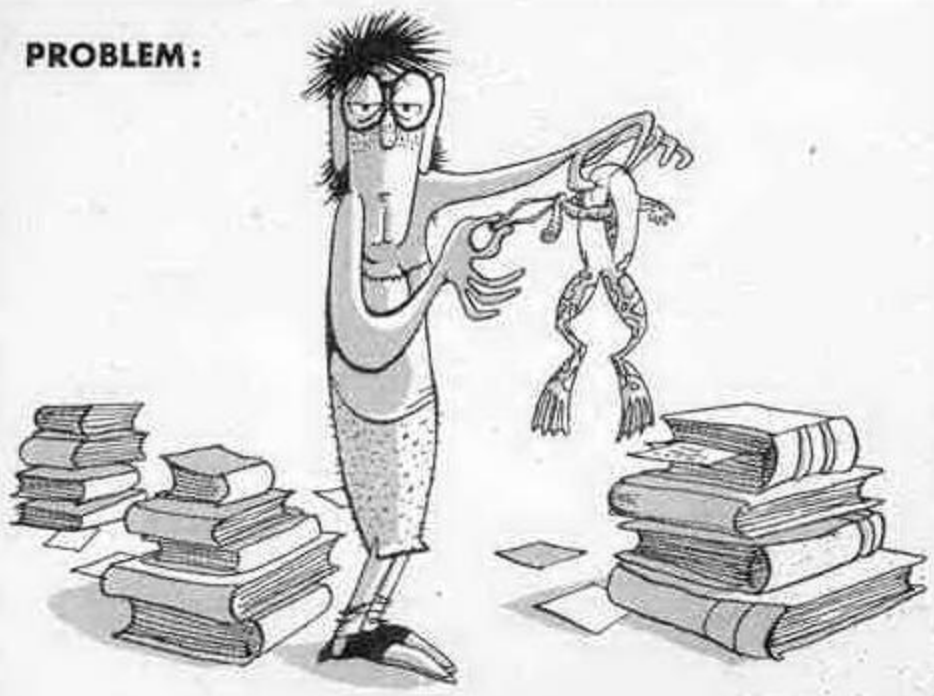
Next issue, Dr. Werthless continues with the second installment: "The Little League, Hotbed of Juvenile Crime."

ADVICE DEPT. PART III

পুস্তকাদি

ALFRED E. NEUMAN ANSWERS YOUR QUESTIONS

PROBLEM:



I am a serious medical student in college. But that is not my problem . . .

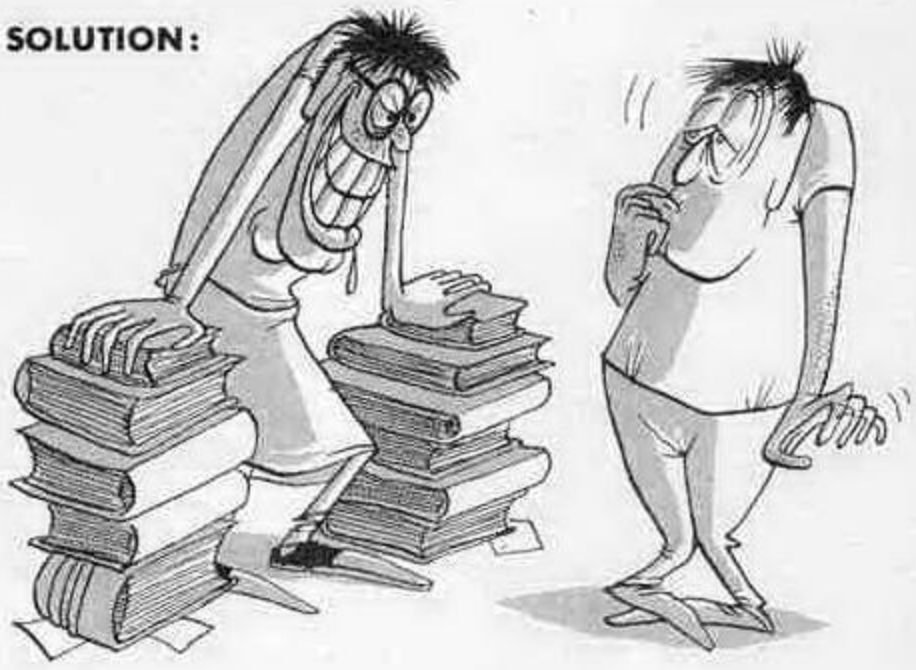
It's my boyfriend! I am interested in intellectual pursuits, stimulation of the mind, and like that. All he wants to do is neck . . .

He's tried everything to get my mind off my work . . . like the time he set fire to all of my text books . . .

And when that didn't work, he set fire to the college . . .

He follows me everywhere! He says making love to me is his sole purpose in life. I'm scared. What can I do?
—*Distracted*

SOLUTION:



Consider it an experiment. Try it once. You'll find it much more fun than any ol' text book!

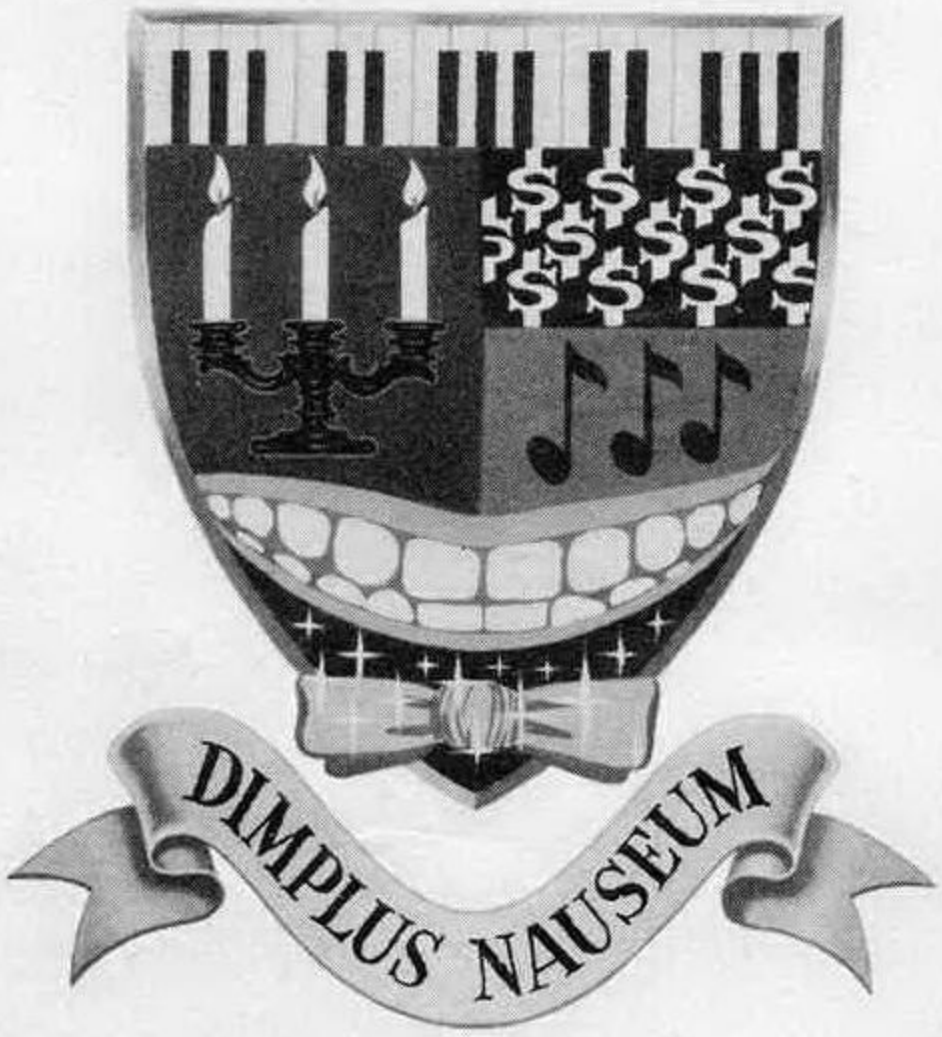
PICTURES BY DON MARTIN

Ye Olde Heraldry Departmente

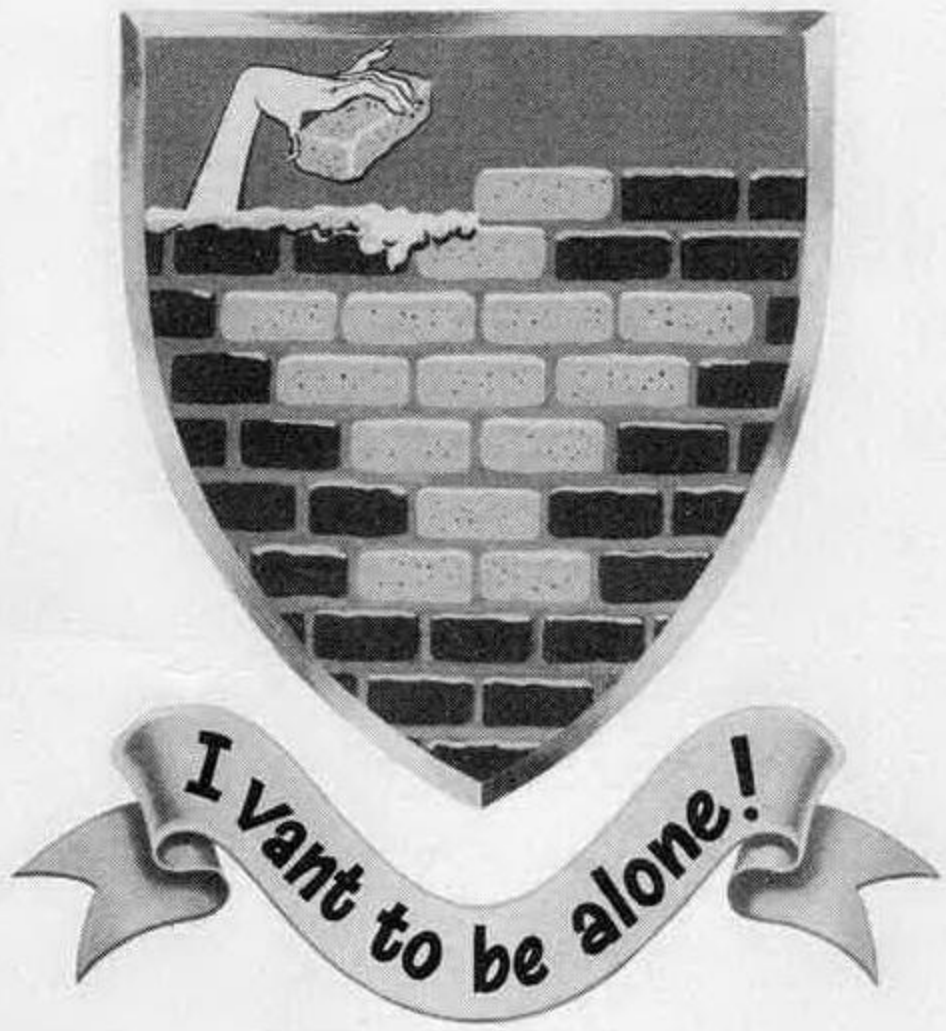
In the Middle Ages, when you got rich and famous because you could swing a sword faster and better'n the next guy, you got yourself a coat of arms. Every symbol in your coat of arms meant something. Your coat of arms told all about *you* . . . whether you were cowardly or brave, weak or strong, ignorant or stupid. Below the coat of arms was your family motto, usually in Latin so nobody would catch wise. Most coats of arms hung on the walls of old castles, above old fireplaces, next to old broadswords, old paintings and old enemies. Today, hardly anybody who gets rich and famous gets themselves a coat of arms. And today, just because hardly anybody does it swinging a sword is no excuse. So we offer some rich and famous people these . . .

MAD

Liberace



Greta Garbo



Jack Webb

Betty Furness

**Kissing is how young ladies acquire husbands . . . or germs . . . or both.

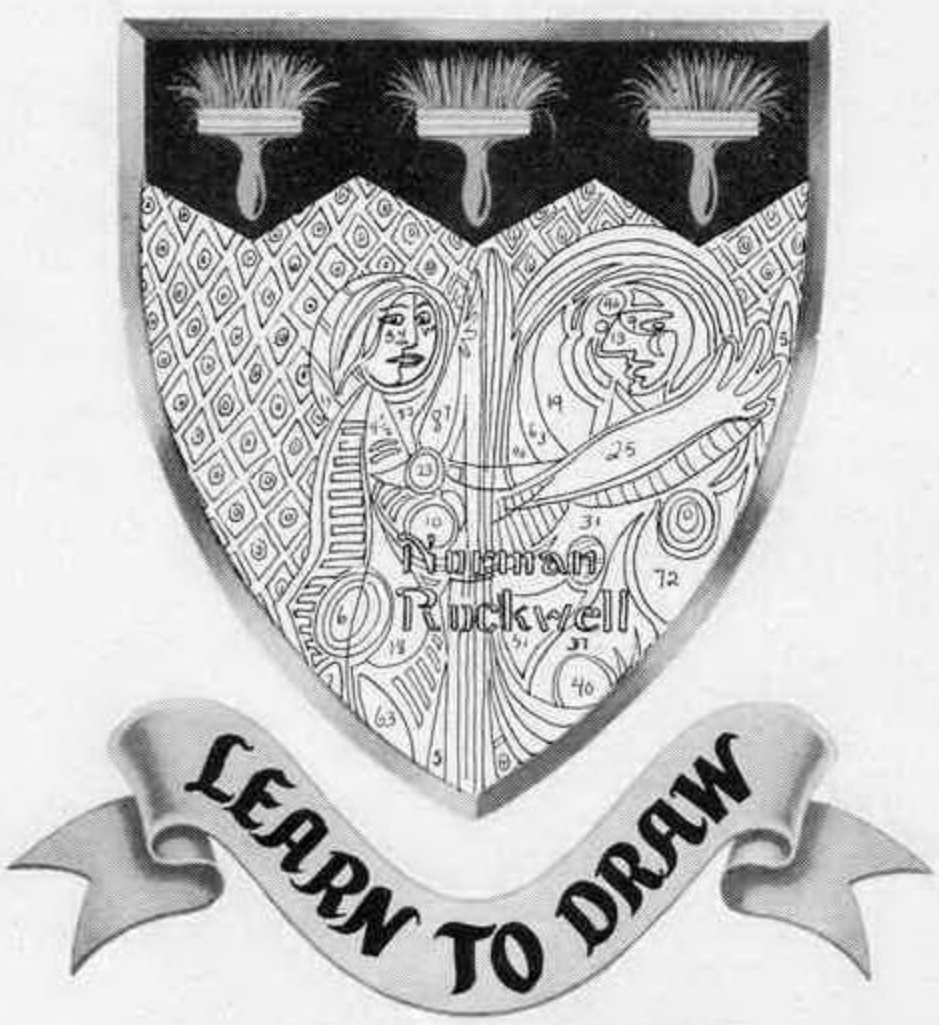
COATS OF ARMS

PICTURES BY KELLY FREAS

Elvis Presley

Marilyn Monroe

Norman Rockwell



Alfred E. Neuman

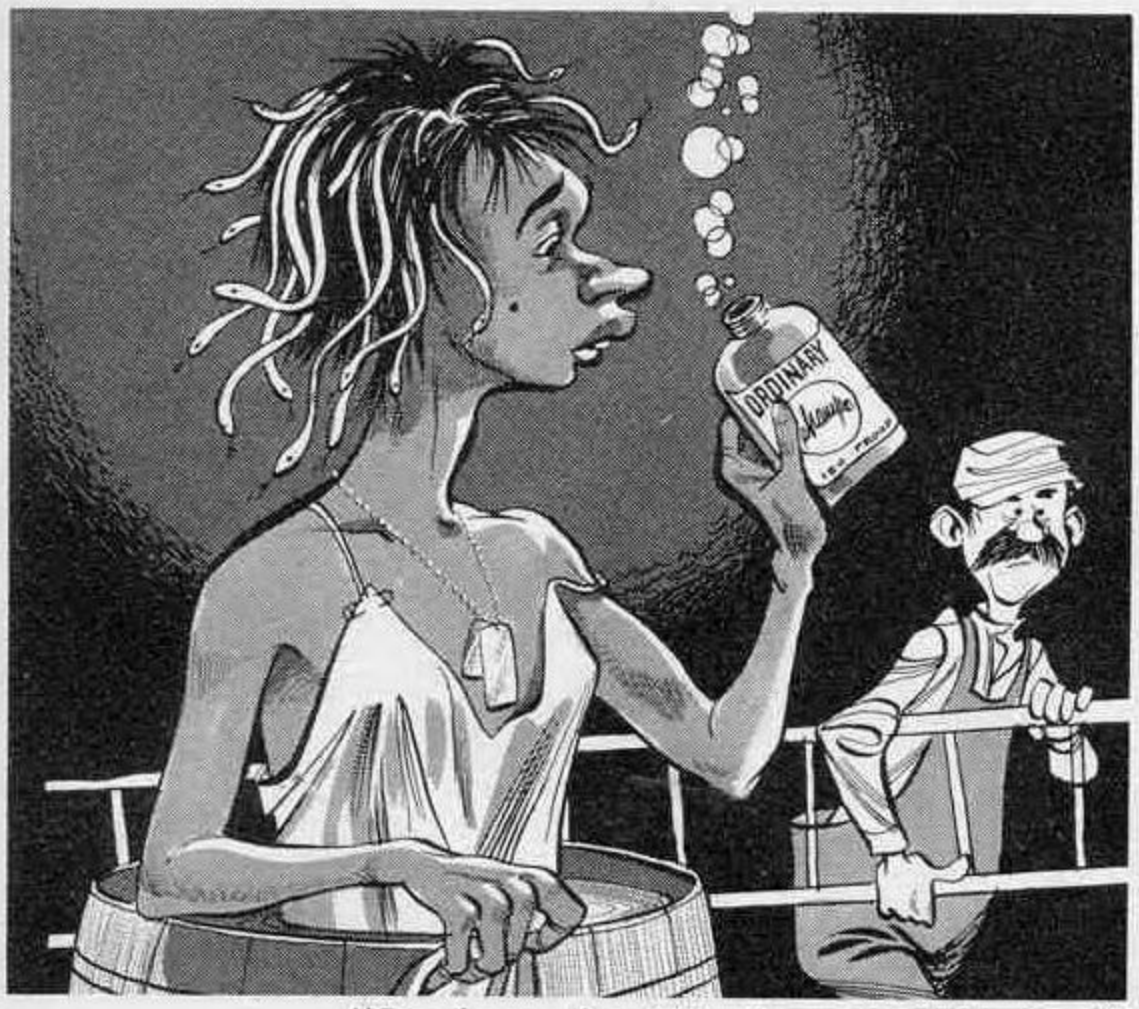
COMPARISON PROVES DEPT.

We discovered a fabulous business the other night, while getting nauseous over a TV commercial. Did you ever stop to wonder where advertisers get those *"ordinary* detergents", or those *"other* leading cigarettes", or those "just *plain* soaps", they use for comparison, in order to demonstrate the superiority of their own brands? Did you? Well, we stopped to wonder! Then we had our massive research staff do some checking. And here is what she came up with: The entire market has been insidiously cornered by a little-publicized, multi-million dollar operation known as:

PRODUCTS
For TV Commercials, Inc.

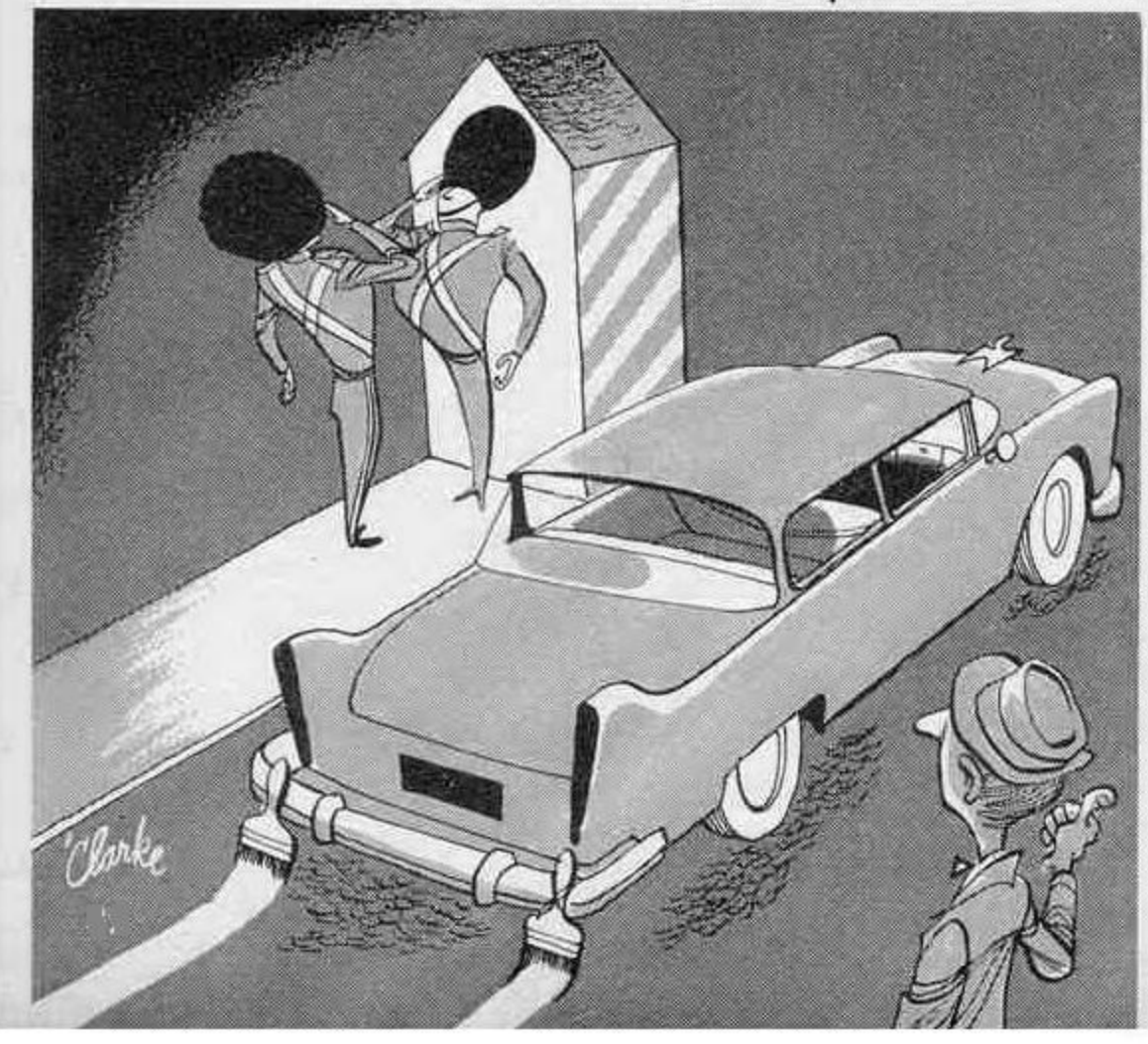
MANUFACTURERS OF "ORDINARY" ITEMS FOR COMPARISON WITH NAME-BRANDS

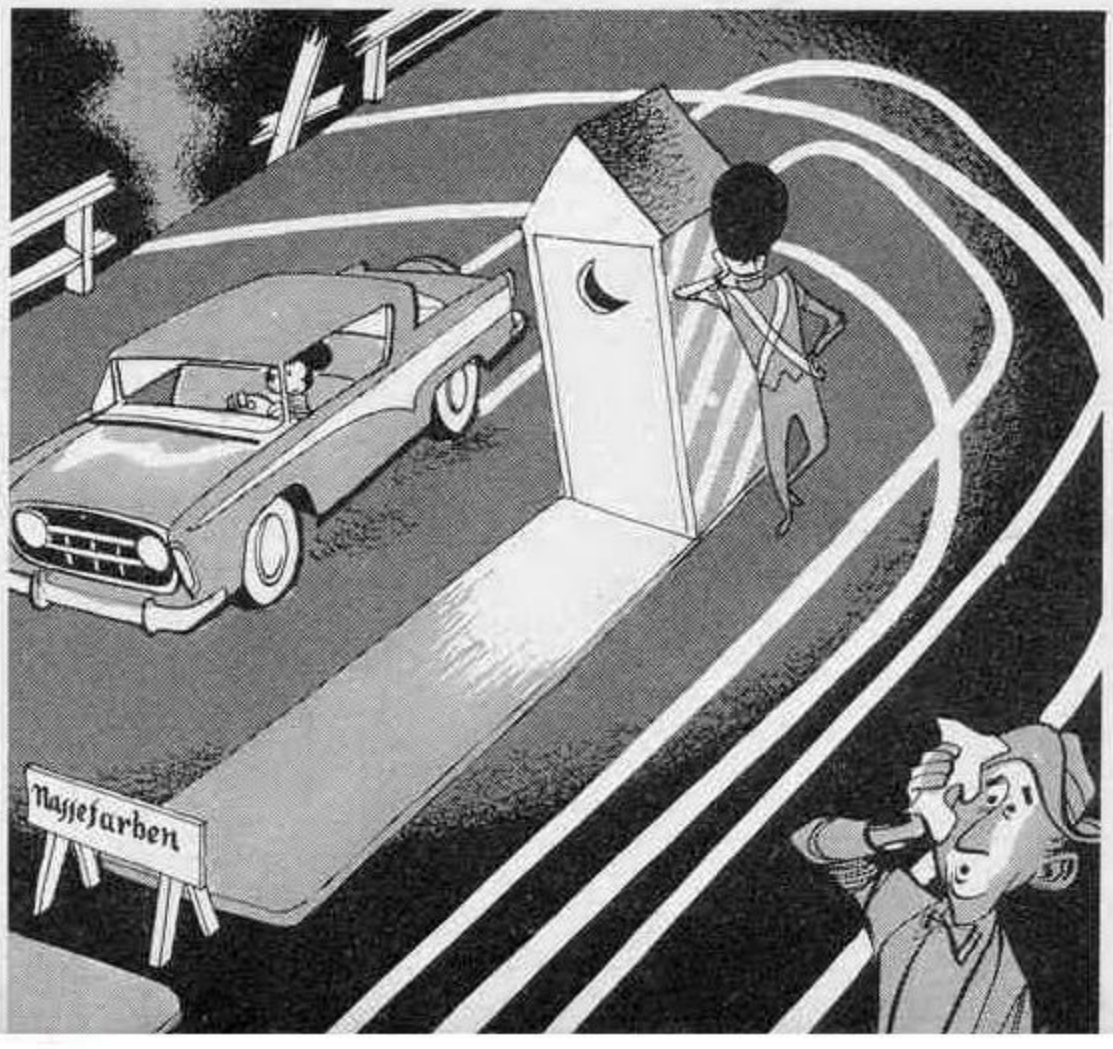
PICTURES BY BOB CLARKE



"Products for TV Commercials, Inc." manufactures dulling "ordinary" liquid shampoo used to demonstrate how much cleaner and brighter Halo gets your hair.

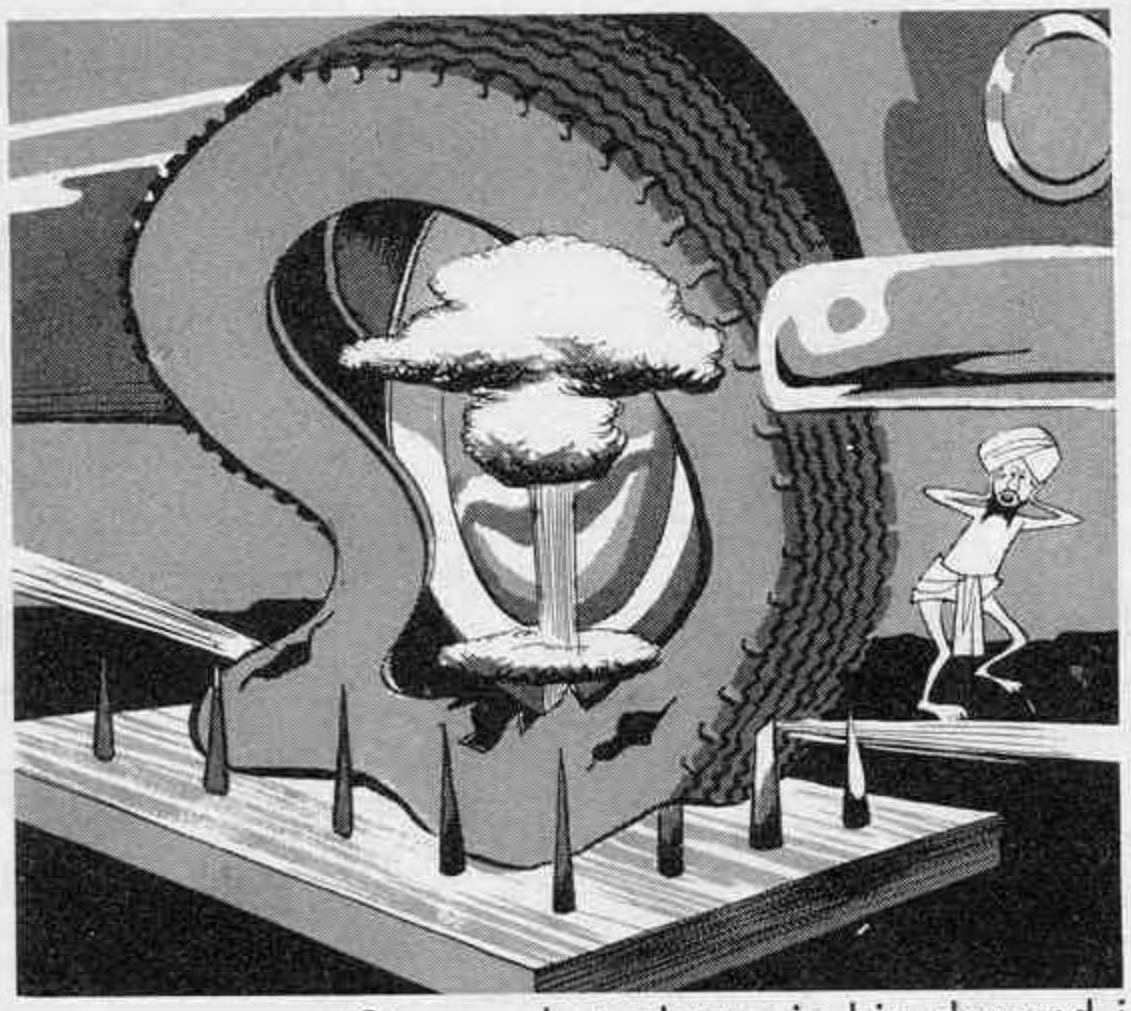
Another vital item turned out by this little-known company is that clumsy automobile which doesn't quite make a U-turn in the space the Nash Rambler takes.

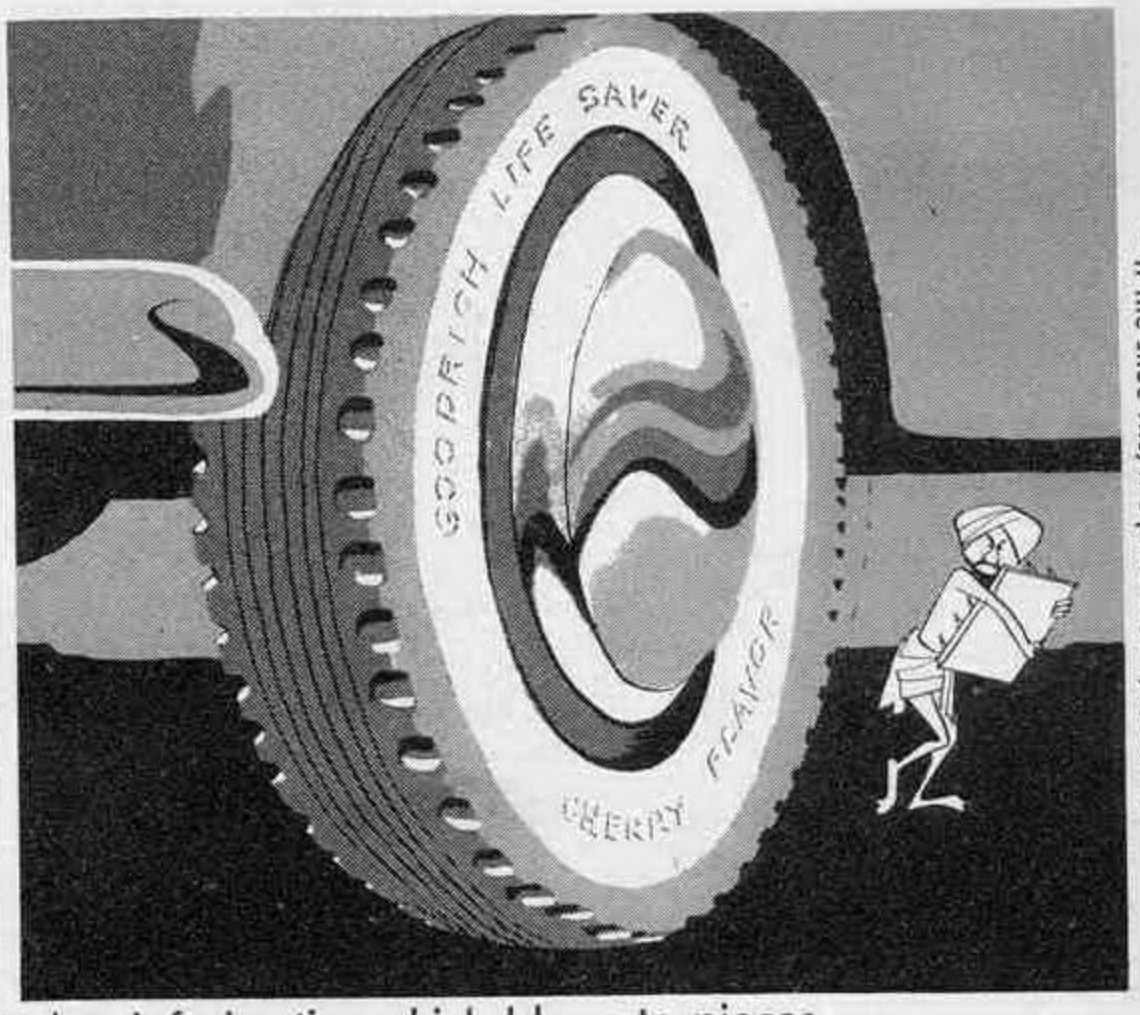




**"Sleep is the best known cure for insomnia.

Mr. Aristotle Q. Axolotl, genial Chairman of the Board of "Products for TV Commercials, Inc.", shown with some of the "ordinary" items his multi-million dollar company manufactures. "I hate to brag," says Mr. Axolotl, "but our products are so ***inferior****, they're guaranteed to make any advertiser's mediocre brand look absolutely fabulous by comparison!"*

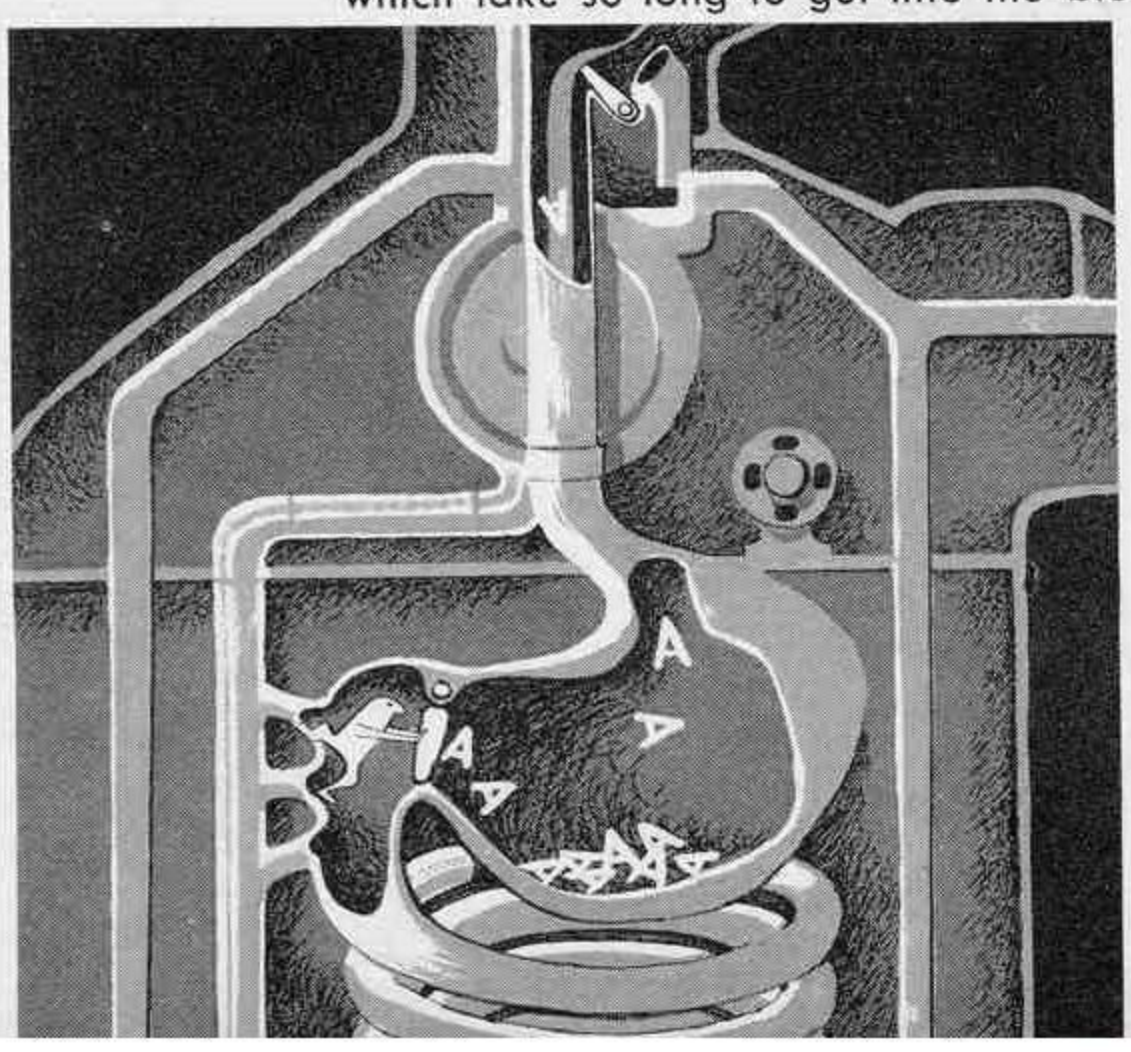


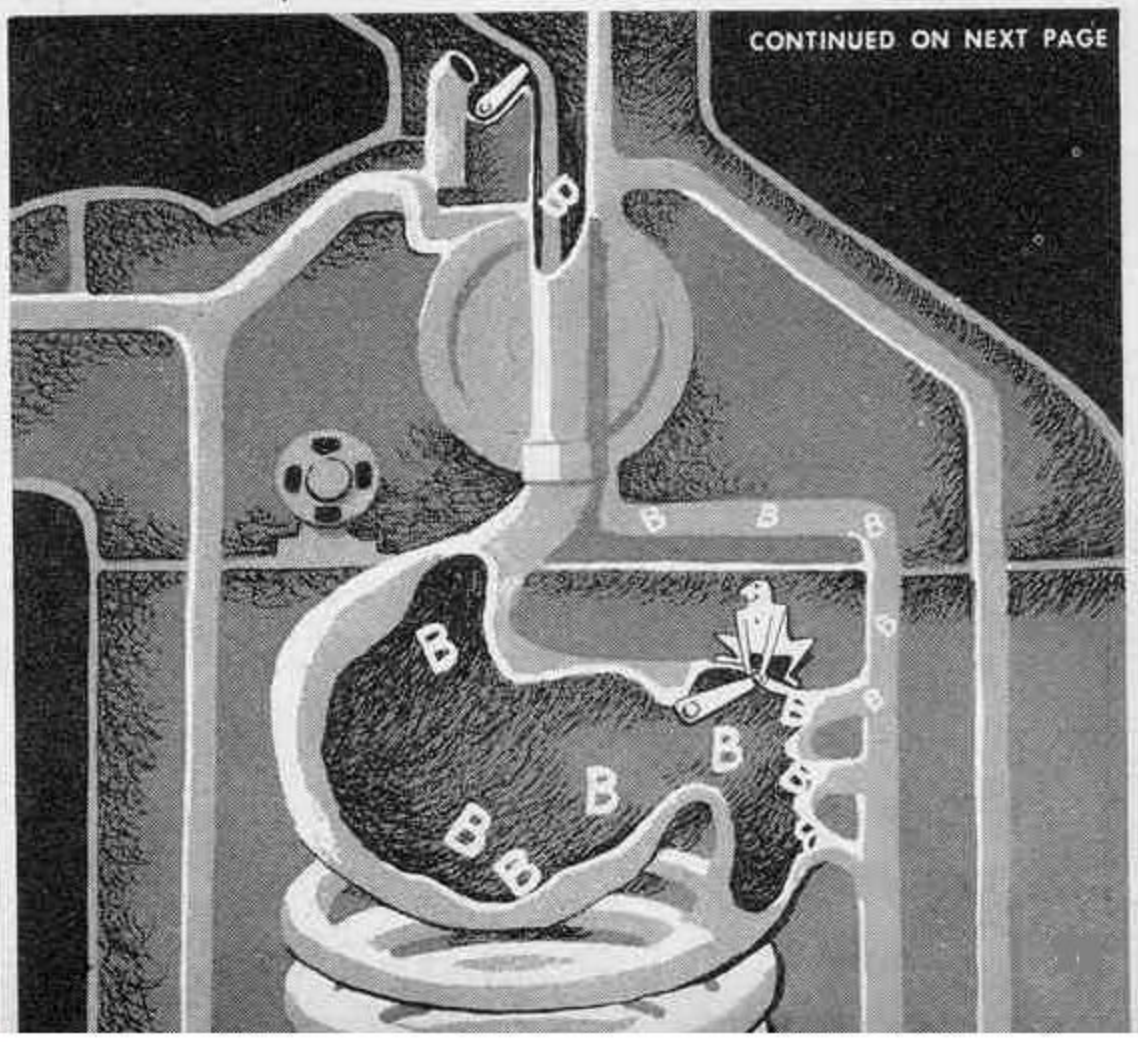


"If the shoe fits, the price usually doesn't.

One product always in big demand is that inferior tire which blows to pieces when it rides over those spikes while the Goodrich Life-Saver holds together.

Popular items manufactured by this million-dollar company are the little "A's" which take so long to get into the bloodstream compared to Bufferin's "B's".





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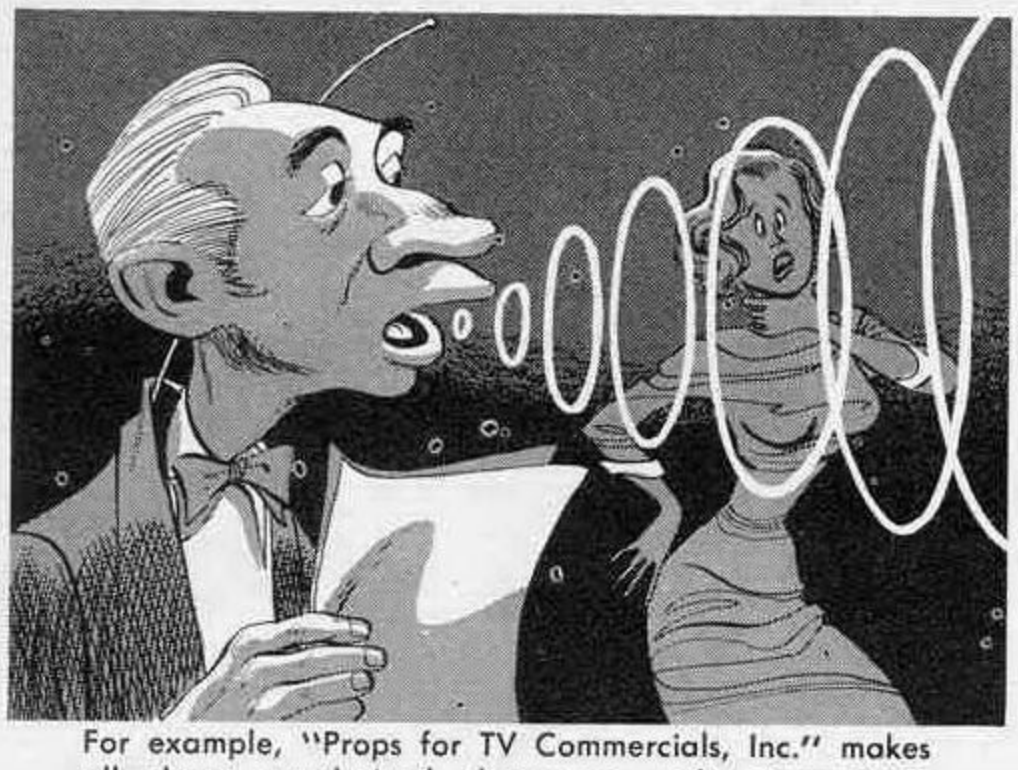
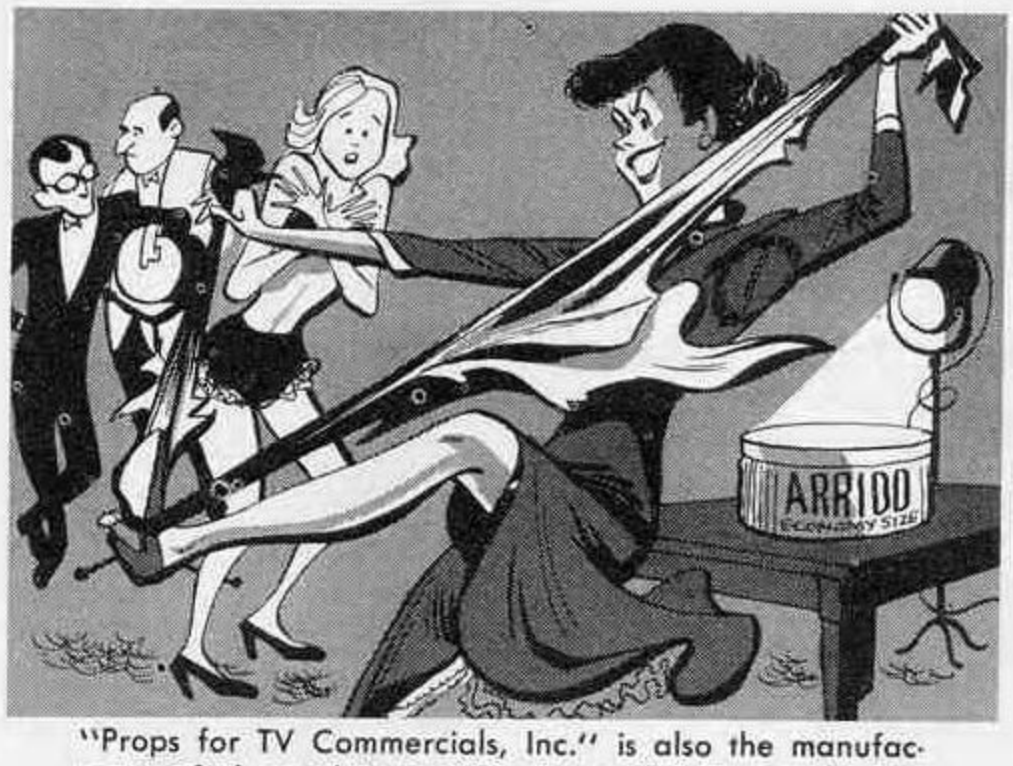
Further checking revealed a subsidiary company of "Products For TV Commercials, Inc.", namely

PROPS
For TV Commercials, Inc.

MANUFACTURERS OF DEMONSTRATION GIMMICKS FOR TELEVISION ADVERTISING

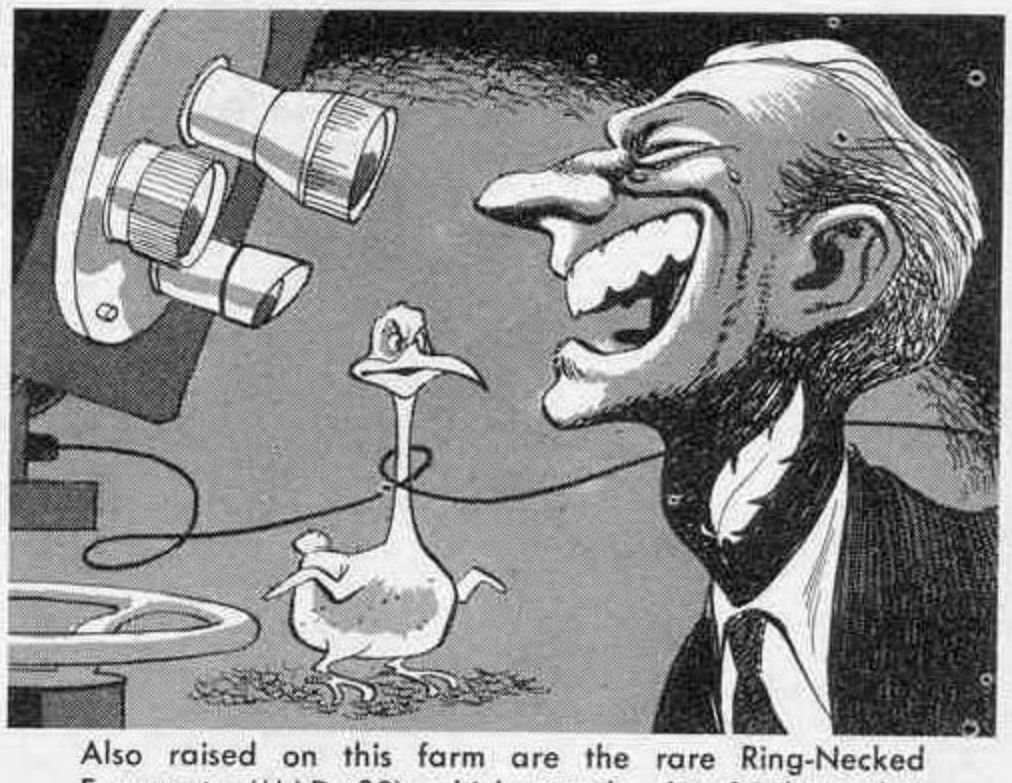


For example, "Props for TV Commercials, Inc." makes all those mouth-sized short-wave radio transmitters they use to broadcast bad breath in the Clorets ads.



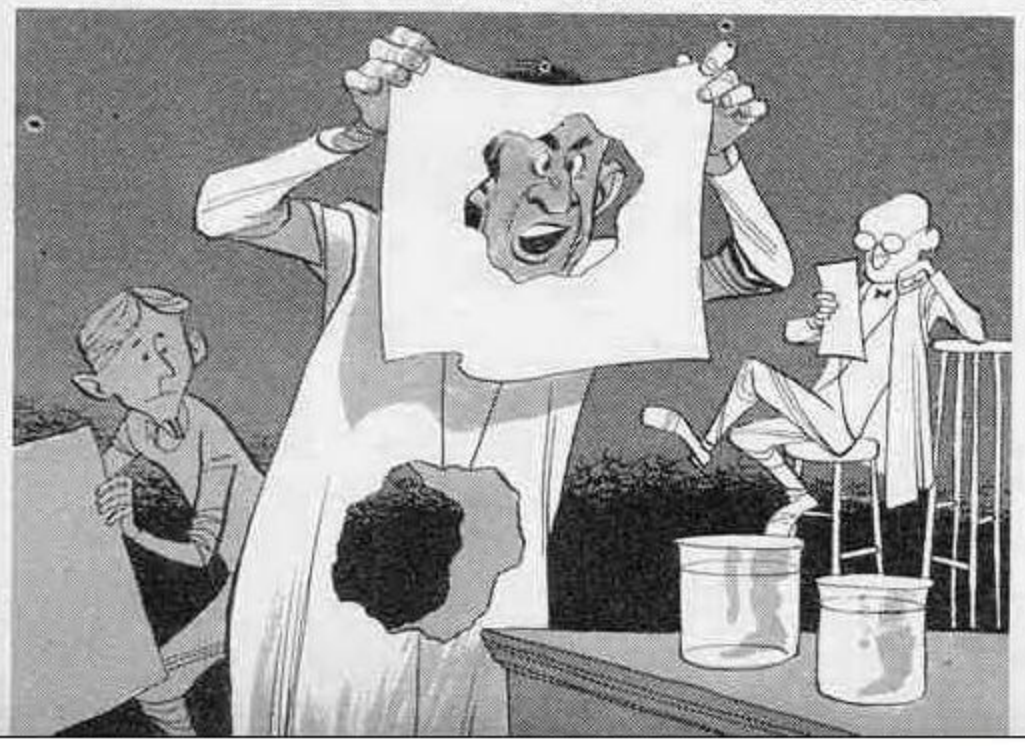
"Props for TV Commercials, Inc." is also the manufacturer of those dresses with the unsightly perspiration stains they tear up and throw away in the Arrid ads.

On a small farm in backwoods Georgia, they grow those peaches (and raise the hogs that supply the bristles for those brushes) they shave in the Remington ads.



Also raised on this farm are the rare Ring-Necked Fuzzworts (MAD 30) which supply the feathers that tickle the throats of the people in the Anahist ads.

Other products this subsidiary company manufactures include those damask dinner napkins they burn holes in with concentrated stomach acid in the Rolaids ads.



And in this subsidiary company's immense machine shop, they custom-build those huge crucible steel clamps which crush people's heads in the Bristol-Myers' ads.

**You can carry water in a sieve if you wait till it freezes.

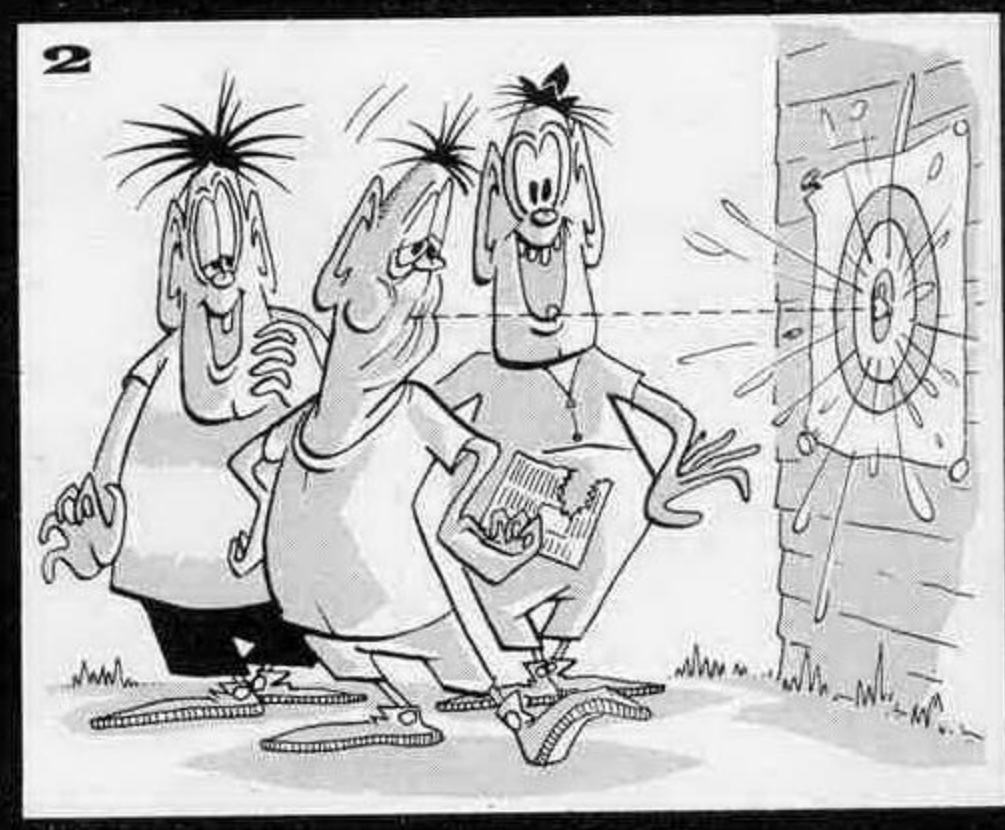
LITTLE SQUIRT DEPT.

Hey, remember how, back when we were kids, we were always having contests? Like who could bellywhop the furthest down the hill—without a sled—when there wasn't any snow? And who could collect the most soda bottle tops—with the soda bottles still attached? Harmless little competitions like that? Well, in this next article, MAD's maddest artist, Don Martin, recalls the only contest he ever won when he was a kid:

the spitball contest

ART AND CONTINUITY BY DON MARTIN

...Many a small boy is the kind of kid his mother tells him not to play with.



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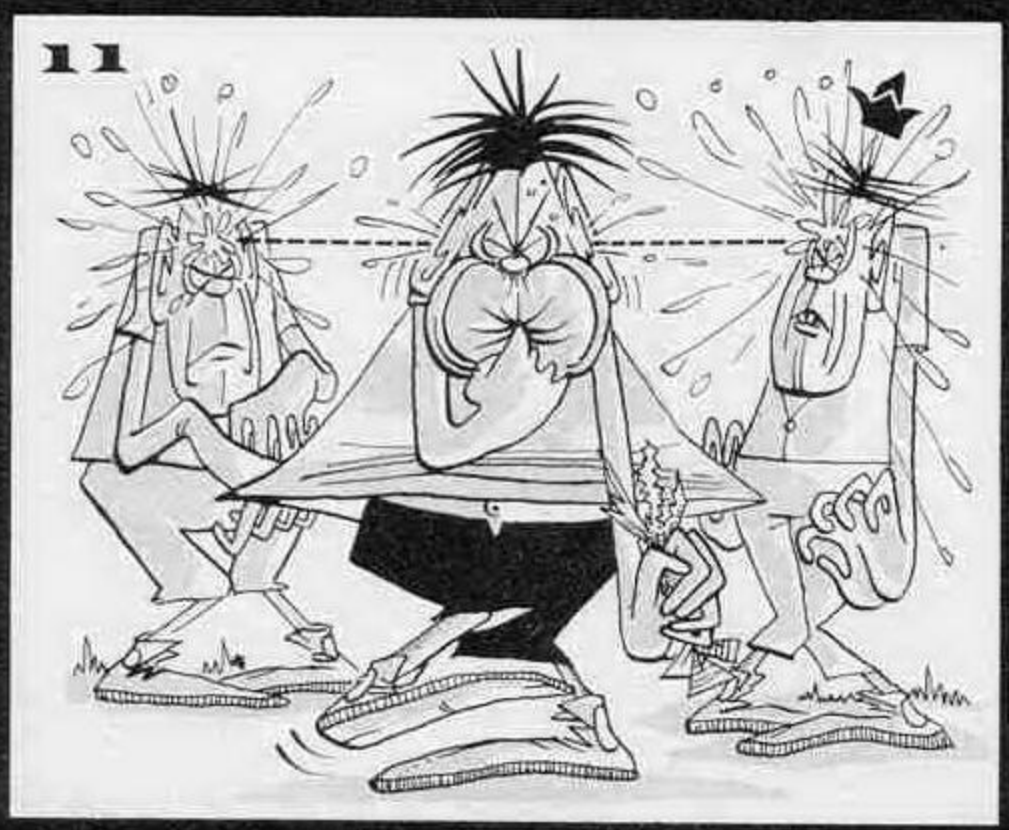


**Your mother is the only one of your uncle's sisters who's not your aunt.

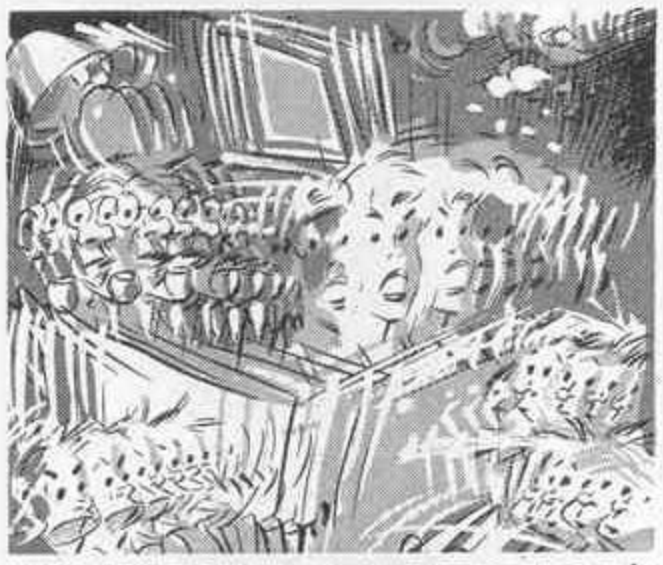
MAD, BECAUSE IT STRONGLY BELIEVES IN TRUTH . . . BECAUSE IT STRONGLY BELIEVES IN SINCERITY . . . AND MAINLY BECAUSE IT STRONGLY BELIEVES IN GETTIN' EVEN, BY GEORGE, NOW GETS EVEN WITH THE KIND OF THING WE FELL FOR THE OTHER DAY . . .

REAL ESTATE ADS

PICTURES BY WALLACE WOOD

HOUSE-HUNTING FAMILY GOES THROUGH CLOCKWORK RITUAL

EVERY SUNDAY MORNING, like clockwork, members of Furd family leap from bed, dress frantically, gulp breakfast, and scramble for the real estate ads.



YES, FURDS long to move to the suburbs. They long for elbow room. They long for breathing space. But mostly, they long to get their hearing back . . .

SEEMS FURDS go through clockwork sunday ritual because they're sick of living in cramped clock-tower apartment amid ear-splitting chiming clockworks.

LIVE IN THE LAP OF LUXURY . . . **and in the grip of a mortgage . . .**

Rendering by Jack Kamen

at Painan Acres

Introducing the fabulous "Monaco Ranger" —Prince of Ranch Houses!

Only $14,999

(Which looks cheaper than $15,000!)

No Down Payment for VETS

(They pay FULL price cash!)

COME OUT TODAY!

DIRECTIONS: Go straight out Route 26 to traffic circle, then turn left and . . . No, wait! Take the Turnpike to Exit 12, go South one mile and . . . No, that's no good either. Drive down Old Miller Parkway to . . . to . . . You know what? You can't get out here from where you are!

. . . a sparkling interpretation of luxurious suburban living in strong red brick, sturdy brown fieldstone and soft green wood, in an unsurpassed location on the North Shore, near beautiful Heartburn Hills, with an unobstructed view of the gasworks, and only a short walking distance from the city dump.

FEATURING SUCH ARCHITECTURAL TRIUMPHS AS:

- a front door
- an All-Electric Kitchen, which will give you the shock of your life.
- an especially wide but unexpectedly not deep enough garage.
- a 37 foot Sunken Living Room with 37 foot Ladder included.
- a 6 foot Picture Window with your choice of picture.
- a spacious basement for rainy day activities like swimming and boating.
- Plus countless extras for Pleasant and Comfortable Modern Living . . .
- all extra of course!

FIRST SECTION COMPLETELY SOLD OUT!

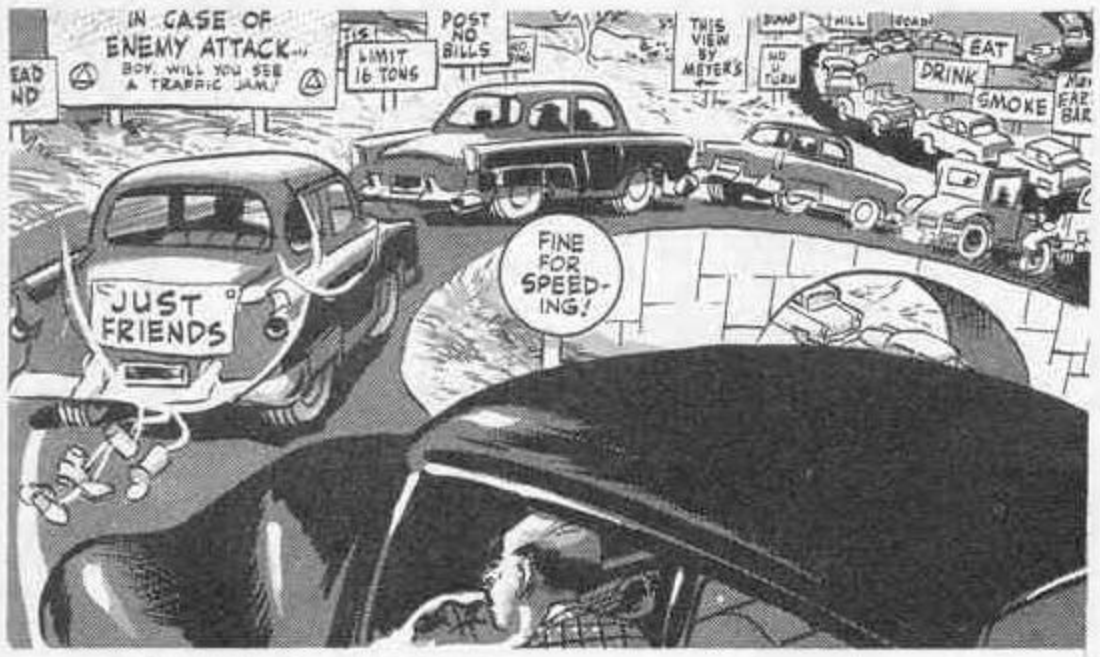
(Which leaves us with this other house to get rid of!)

PAINAN ACRES is another ALFRED E. NEUMAN atrocity.

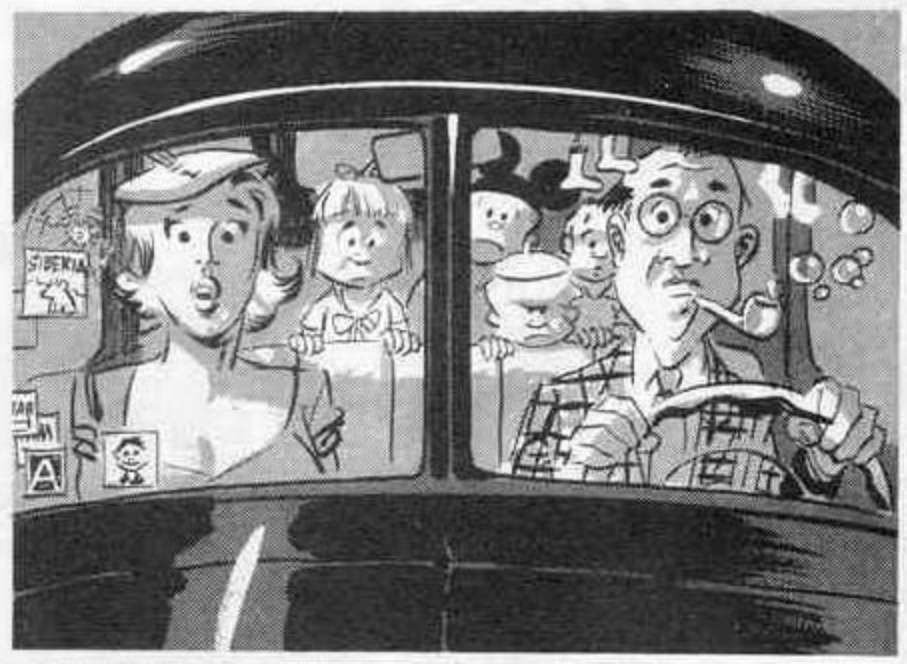
AND EVERY SUNDAY, SAME THING HAPPENS. FURDS FIND UNBELIEVABLE REAL ESTATE AD (LIKE ABOVE), AND OFF THEY GO.

CONTINUED ON NEXT PAGE

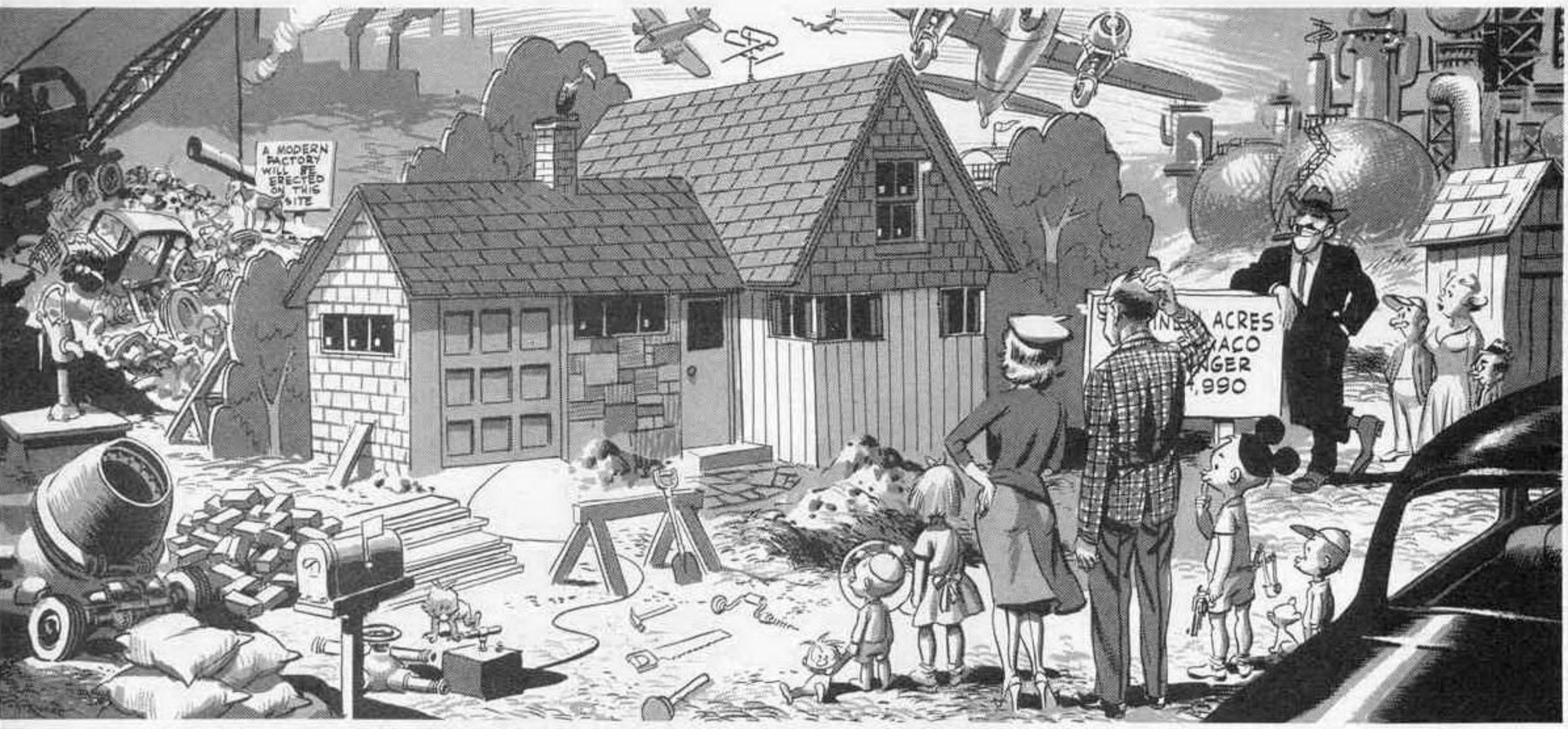
FURDS IN FAMILY FORD FIGHT FENDER TO FENDER FRACAS



UNBELIEVABLE REAL ESTATE AD sends eager house-hunting Furds forth in family Ford to battle brawling Sunday traffic composed chiefly of other eager house-hunting families sent forth by other unbelievable real estate ads. A crazy mixed-up mess, by George!



NOTE DISMAY etched on faces of Furd Family. Dismay however, is not caused by the traffic delay. Dismay is caused by sight of destination: real look of house cleverly illustrated in unbelievable real estate ad.



FURDS FIND THAT REAL HOUSE BEARS NO RESEMBLANCE TO STRETCHED-OUT HOUSE IN REAL ESTATE AD.

Final realization finally comes to furious Furds that some real estate ads depict very unreal estates. Furds realize now that stretching out house in ad is insidious trick of builder calculated to deceive prospective buyers into thinking they are getting fantastic big house at ridiculous small price. Furds' retaliation at this deception consists of insidious trick of stretching out builder. (see left) **END**

Sonny Tufts!?!?!

SECTION 8 DEPT.

The following article by Frank Jacobs immediately convinced us that he is a "MAD" writer. We were convinced when this article was brought to us by Mr. Jacob's literary agent, who curiously wore a white coat. Here, then, is Frank's frank confession on...

WHY I LEFT THE ARMY AND BECAME A CIVILIAN

IN THE ARMY

. . . if I didn't get out of the sack at 6 A.M., my sergeant would blow his top!

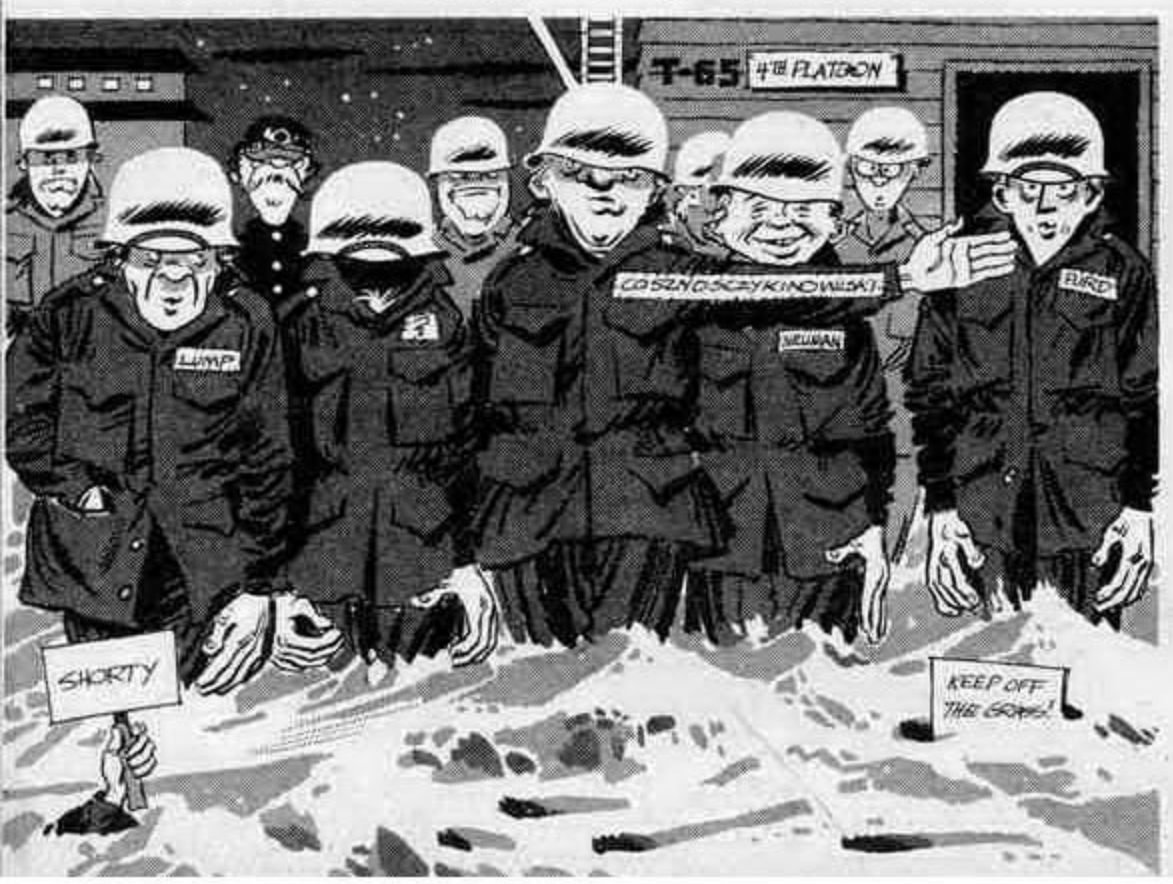
AS A CIVILIAN

. . . I enjoy the luxury of sleeping as long as I want and getting up when I feel like it.

PICTURES BY GEORGE WOODBRIDGE

IN THE ARMY

. . . I had to put on my uniform, and stand freezing outside the barracks, waiting for the Captain.



AS A CIVILIAN

. . . I dress as I please, and stand freezing at the railroad station, waiting for the 8:36.

CONTINUED ON NEXT PAGE

IN THE ARMY

. . . I had to rub elbows with my entire platoon at breakfast, and had to eat what everyone else ate.

AS A CIVILIAN

. . . I breakfast at a friendly drugstore near my office, and I eat whatever I feel like eating.

IN THE ARMY

. . . if I were late for duty, I'd get chewed out by the Captain.

AS A CIVILIAN

. . . I get to the office when I please. No one checks on me.

IN THE ORDERLY ROOM

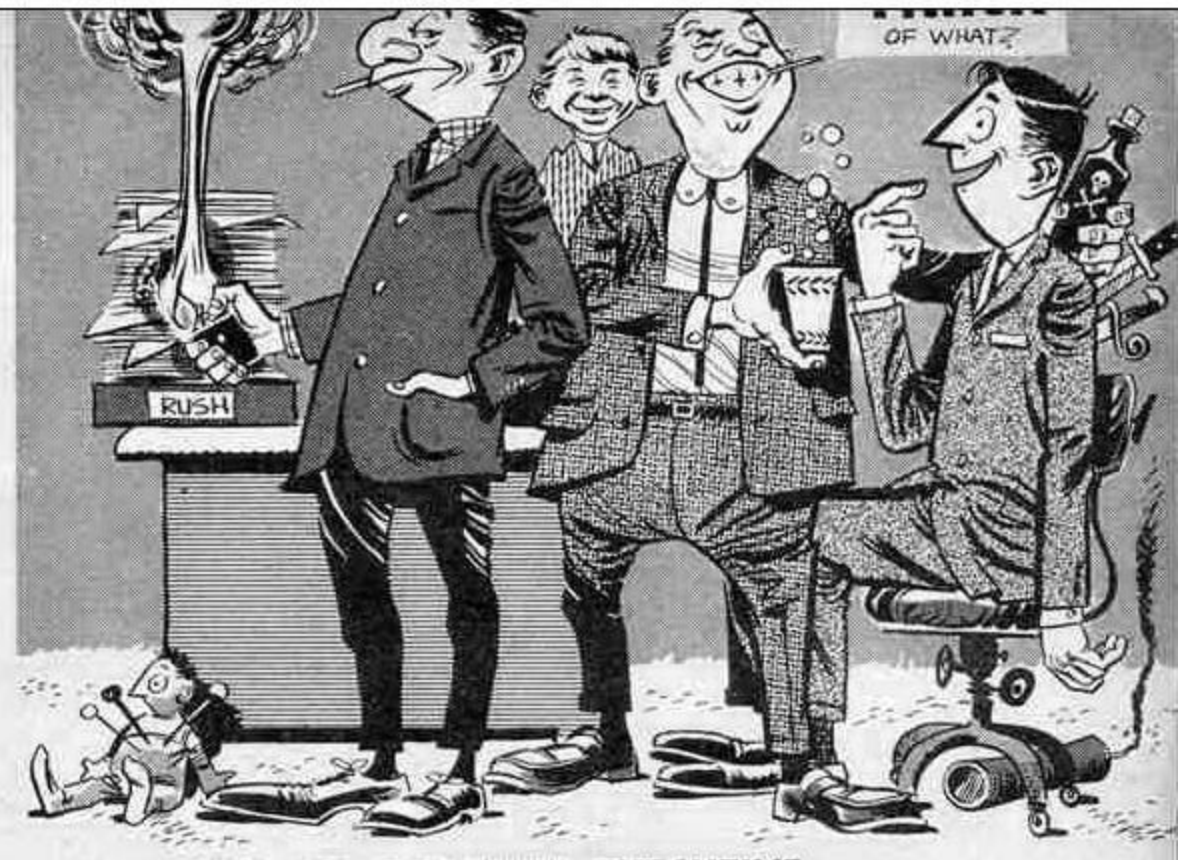
. . . I had to lick the Colonel's boots when he came to inspect.

IN THE AD AGENCY

. . . I bow to no one. The client comes to me with humble requests.

AS A P.F.C.

. . . I always had the feeling that the other P.F.C.s were trying to beat me out of my Corporal's promotion.



AS AN ACCOUNT EXECUTIVE

. . . I feel secure in my job. No one is after it. I know I'll be moved up fairly, on my own merit.

IN THE ARMY

. . . whenever I'd get an official memo, I'd always be scared it was a transfer to some distant outpost . . .

IN THE AD AGENCY

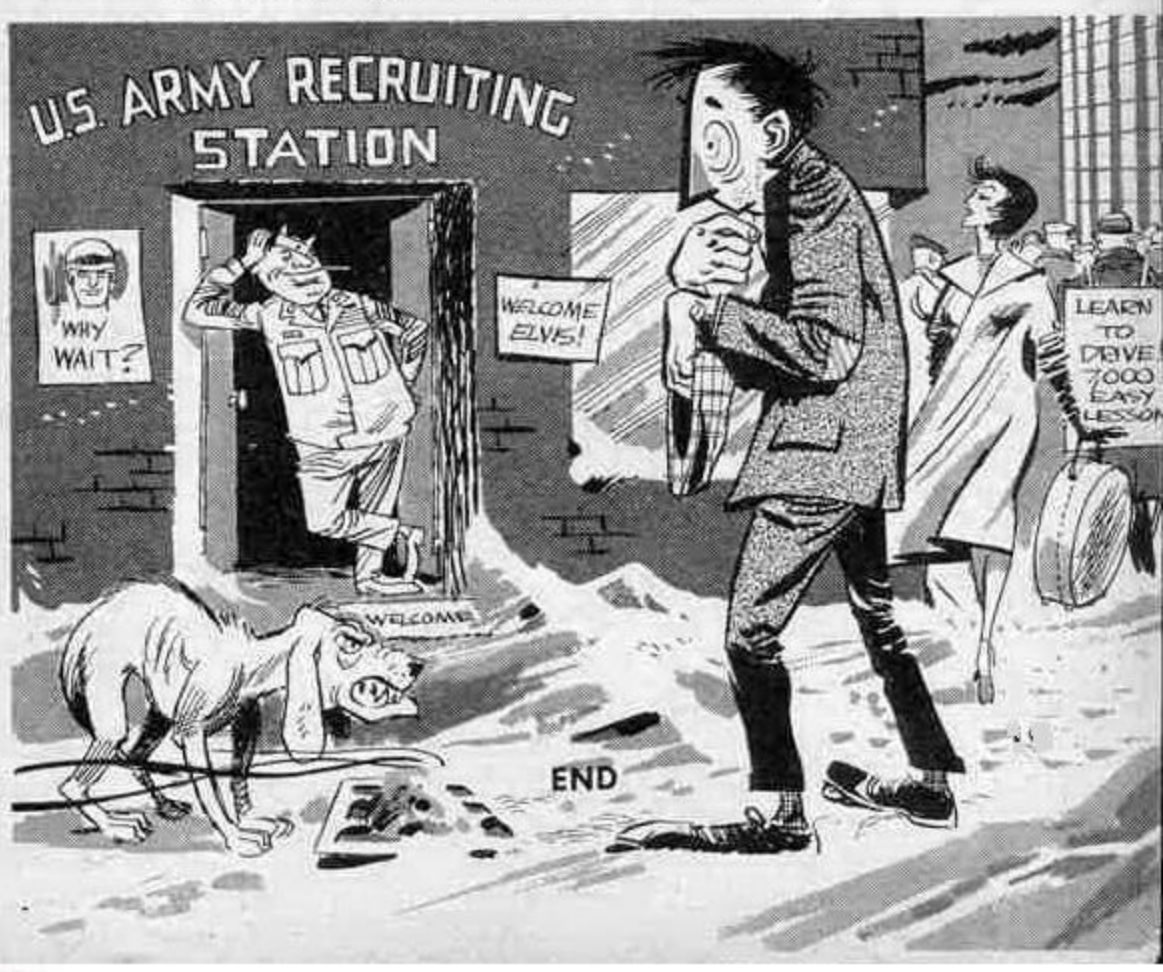
. . . whenever I get my pay envelope, I open it with confidence, knowing that all is well . . .

ARMY LIFE DROVE ME NUTS

. . . so I left the service the first chance I got and became a civilian.

IN CIVILIAN LIFE

. . . my experience is in demand. I know I can always get a job with another firm.



"We'd like to be Yul Brynner's barber.

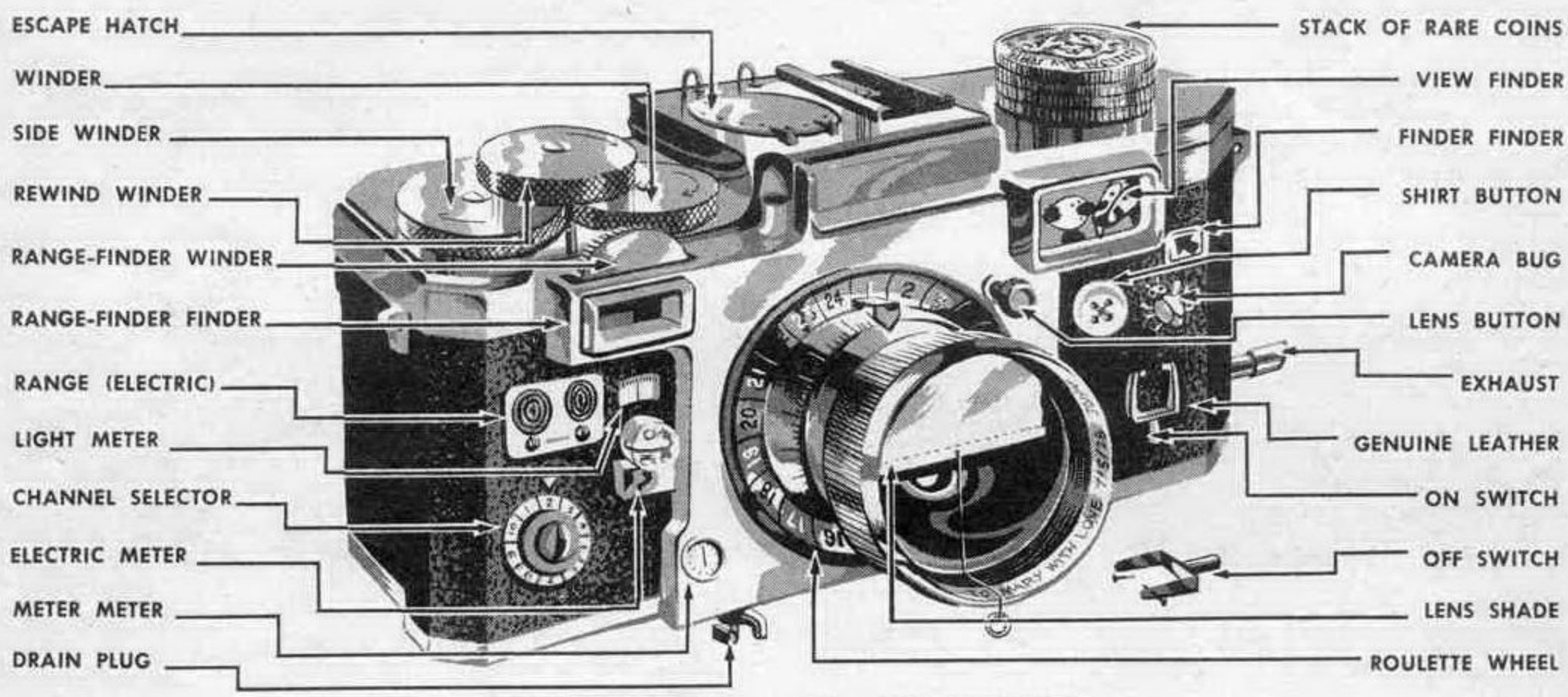
**Time is money
—Henry R. Luce

Continuing its campaign of examining and extolling man's progress in his many fields of endeavor, **MAD** now turns its attention to the world of science, specifically to the complex art of modern photography, and in this next factual article analyzes reasons . . .

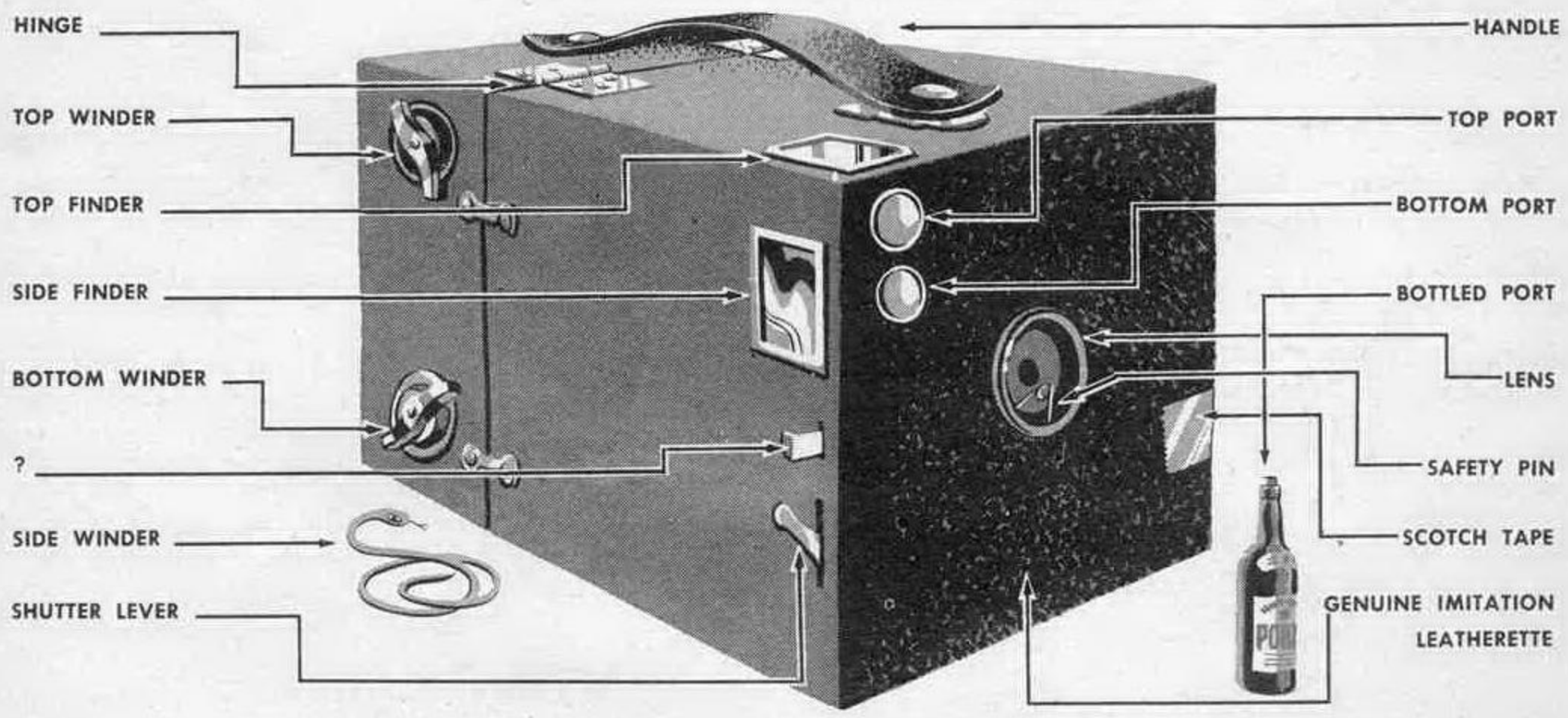
WHY

the precision engineered, highly perfected

35 mm Camera



REPLACED



the simple, unpretentious, primitive

Box Camera

PICTURES BY BOB CLARKE

MODERN 35mm CAMERA MAKES IT EASY TO GET FINE DETAIL AND HIGH-SPEED ACTION SHOTS NEVER BEFORE POSSIBLE WITH OLD-FASHIONED BOX-CAMERA, AS PHOTOS BELOW BY *MAD* LENSMEN FUDD AND BALLOO CLEARLY DEMONSTRATE

USING OUTMODED box camera, MAD's Seymour Fudd took this picture of a farmer and his children seated in a pasture. Note stiff, posed attitudes of subjects, lack of action, and blurred head of bull grazing contentedly in background. Nervous bull moved slightly while picture was being taken.

USING MODERN 35 mm camera, MAD's Wally Balloo caught this exciting shot of the same farmer and his children. Note how movement is stopped, showing subjects in midst of wild scramble. Nervous bull, grazing in background, suddenly charged wildly, enraged by Balloo's popping flashbulbs.

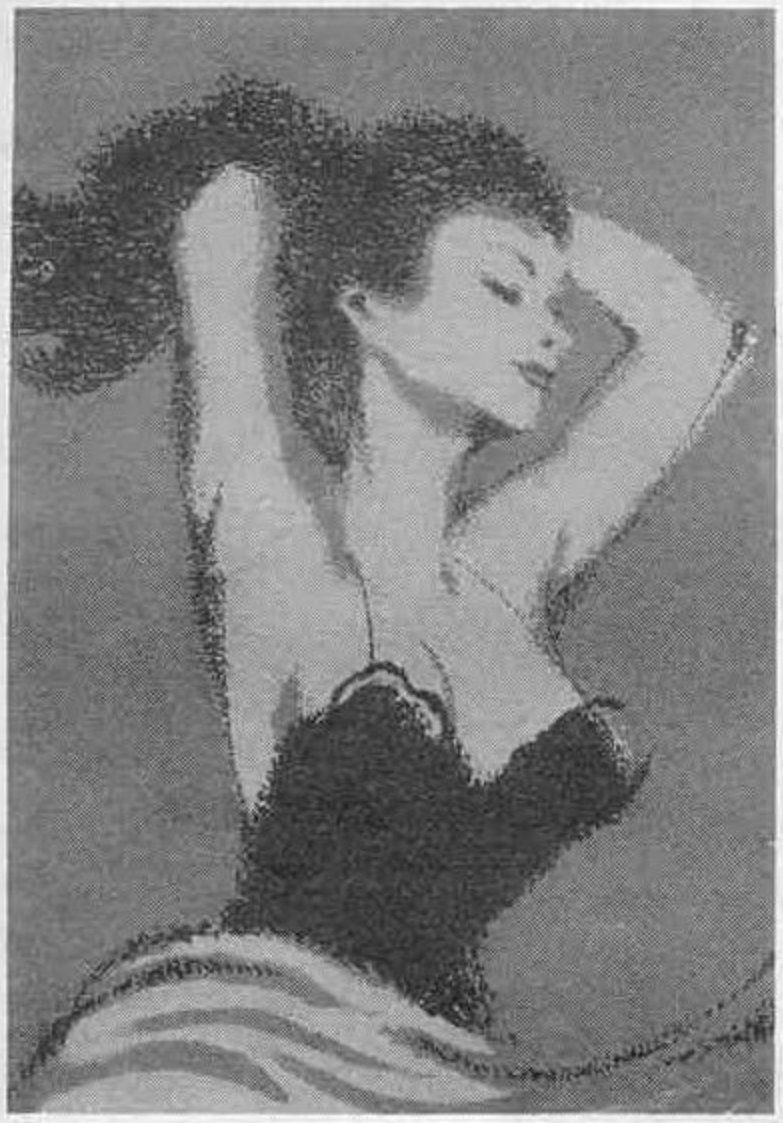
ABOVE PICTURE, taken by photographer Fudd, is another example of failing of undeveloped box camera. Due to fixed-focus lens, close-up shots are impossible, and all Fudd could get were dull shots like this one of a Bikini-clad model.

HOWEVER, with perfected 35 mm camera, plus portrait attachment, photographer Balloo was able to move in, capture amazing close-up-detail shots just like startling picture above of the same Bikini-clad model.—Interesting, huh?

WITH OLD FASHIONED box camera, which has slow shutter and therefore does not allow for split-second action shots, photographer Fudd was able to do no better than this posed picture of the star football player before the big game.

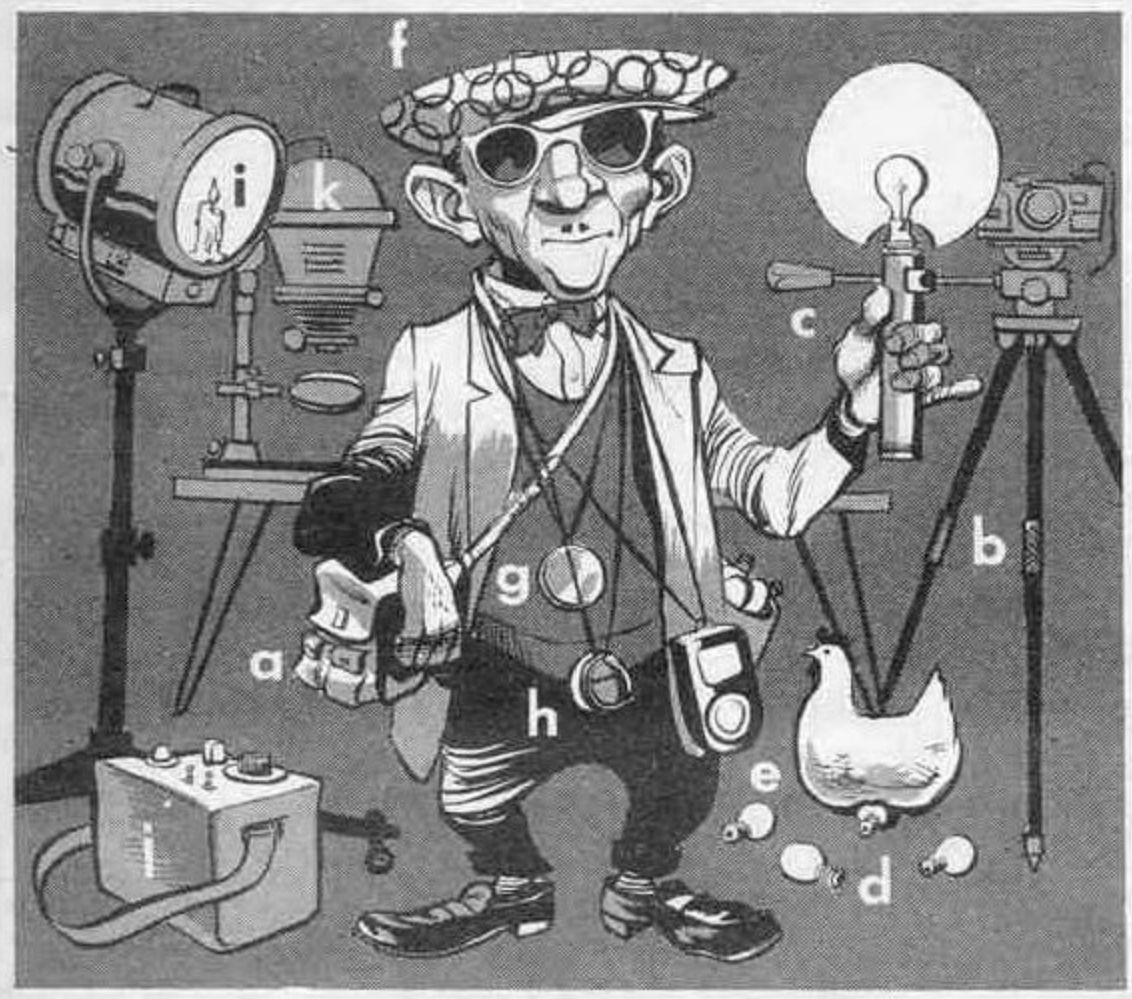
WITH HIGH-SPEED shutter of 35 mm camera, photographer Balloo was able to do better, with this fantastic shot of same football star during game. Unfortunately, split-second later, Balloo lost four teeth and suffered a fractured skull.

Now let's compare quality of the box camera picture with 35mm camera picture!



Study actual-size contact print (at left) made from film shot with old-fashioned box camera. Note that images in picture are strangely fuzzy, gray, and lacking in definition. Now compare to actual-size contact print (above), made from film shot with modern 35mm camera. Note that images in picture are sharp, clear, well-contrasted, and mainly impossible to see with the naked eye. However, this one drawback can be quickly remedied. With the use of expensive equipment, enlargement (at right) can be produced, equal in size to box camera print, with images that are strangely fuzzy, gray, and lacking in definition.

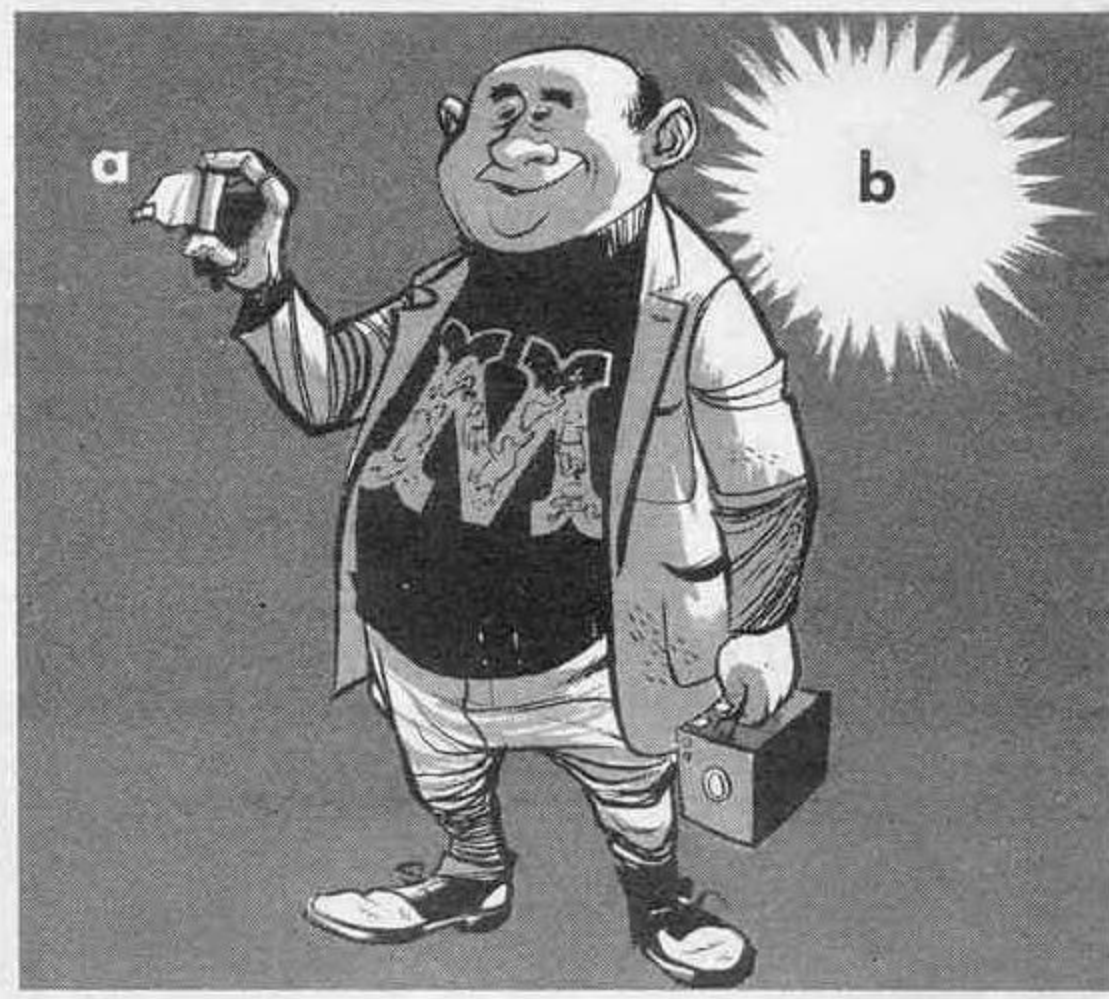
Wally Balloo, MAD photographer, with equipment used in conjunction with 35mm Camera



(a) Ever-ready camera case. (b) Tripod. (c) Flash gun. (d) Flash bulbs. (e) Exposure meter. (f) Lens cap. (g) Filters. (h) Filter adapters. (i) Strobe light. (j) Power pack for strobe light. (k) Enlarger.

TOTAL COST: $1326.45

Seymour Fudd, MAD photographer, with equipment used in conjunction with Box Camera



(a) Film. (b) Sun.

TOTAL COST: 45¢

IN THIS ARTICLE WE HAVE EXAMINED AND EVALUATED REASONS WHY THE 35mm CAMERA REPLACED THE BOX CAMERA. NOW FOR US, JUST ONE QUESTION REMAINS UNANSWERED: *WHY?*

***Great aches from little corns grow*
—Dr. Scholl

**Wanted . . . an idea for a new-type magazine.
—Hugh Hefner

SCENES WE'D LIKE TO SEE

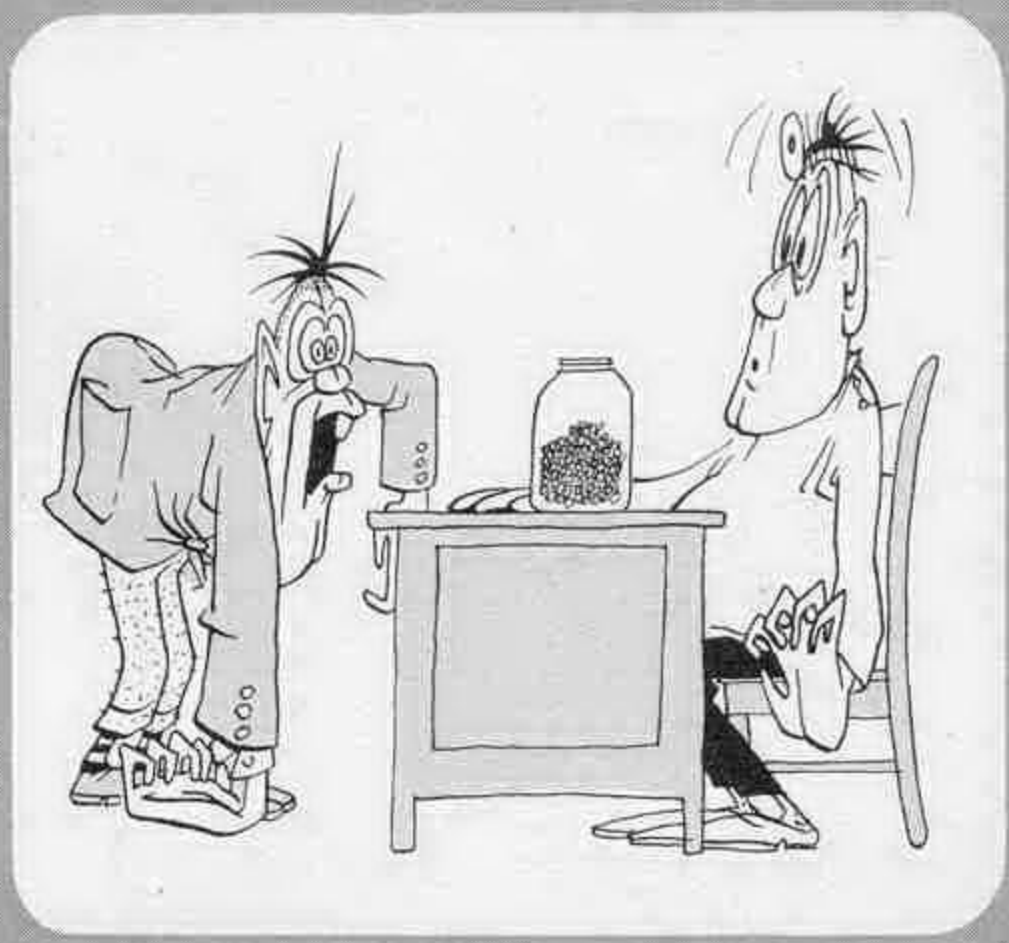
The Faithful Dog

SOFT-SELL ADVERTISING DEPT.

We'll be back to MAD in a minute gang. Now, it's time for the commercial, and yet another sickening example of what we're in for if this trend toward clever, humorous, soft-sell advertising continues. So here we go with this issue's . . .

FUTURE TV AD

ART AND CONTINUITY BY DON MARTIN

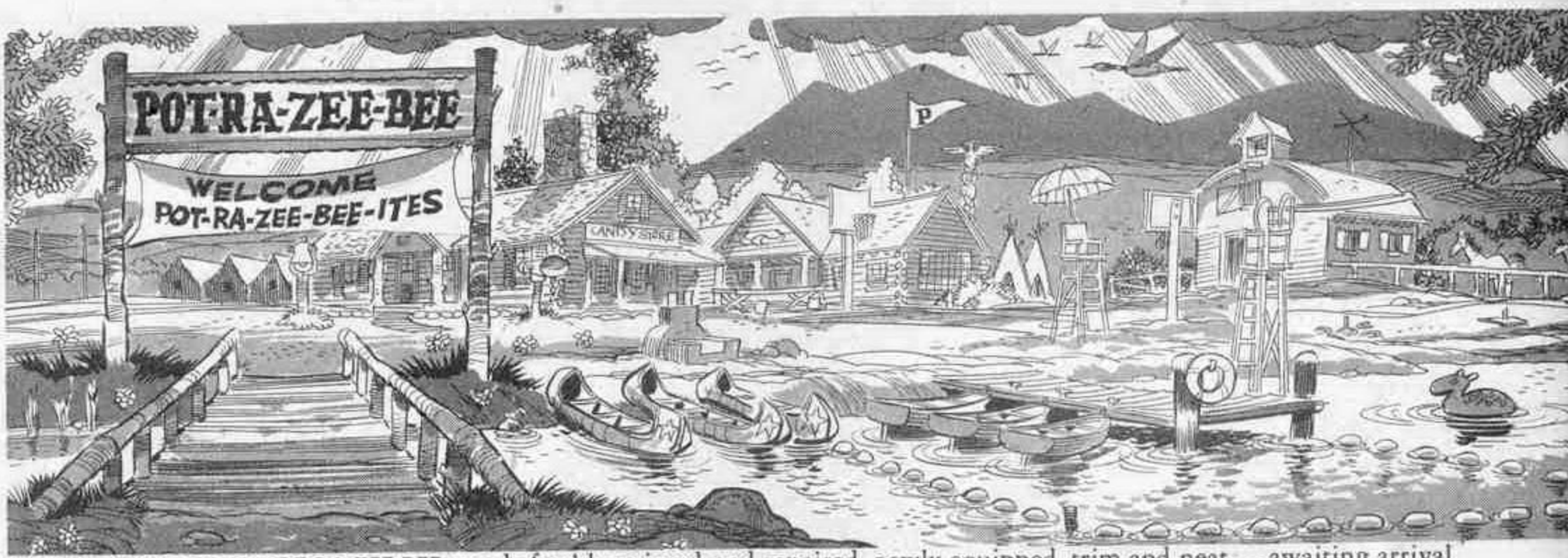


**That helping hand you're looking for is at the end of your own arm.

POISON IVY DEPT.
CAMP HOOP-HOLLA
TRACK 1
TRACK 3
CAMP CARE FREE
CAMP MUGWUMP
CAMP POT-RA-ZEE-BEE
INFORMATION
HORROR COMICS
3 | 3
24
JACK DAVIS

EVERY SUMMER VACATION, MILLIONS OF AMERICAN KIDS JUMP AT THE CHANCE TO DEVELOP SELF-RELIANCE, COMMUNE WITH NATURE, GROW STRONG AND HEALTHY, LEARN TO SOCIALIZE, AND WRESTLE WITH THE PROBLEMS OF GROWING UP. BUT MAINLY, THEY JUMP AT THE CHANCE TO GET AWAY FROM THEIR NAGGING PARENTS FOR TWO WHOLE MONTHS . . . BY ESCAPING TO . . .

CAMP



IN LATE JUNE, CAMP POT-RA-ZEE-BEE stands freshly painted and repaired, newly equipped, trim and neat . . . awaiting arrival of swarm of eager summer campers. Goodness, another sunstroke season is almost here!

TYPICAL GOING-AWAY SCENE

at railroad station on first day of camp season with parents crying and carrying on as they tearfully give last minute instructions like "Don't forget to change your socks!"; "Don't forget to wash behind your ears!"; "Don't forget to eat!" and "Don't forget to come home!" Note touching concern over parent's anguish the kids display by completely ignoring them in order to greet old friends, compare equipment, blaze trails, build fires, and generally turn station into a shambles. Yessireeboy, the fun has started already!

PRIOR TO SEASON parents of camp-goer rush around buying required clothing and equipment. Then comes big job of sewing on name-tapes. Everybody in family is put to work sewing on name-tapes. Mama, Papa, Sister . . . even dog, Irving, sews on name-tapes. Couple in formal dress (right, rear) are strangers who only stopped by to ask directions. By George, nobody gets away!

SEWING ON NAME-TAPES IS MAIN PART OF CAMP SEASON'S PREPARATION

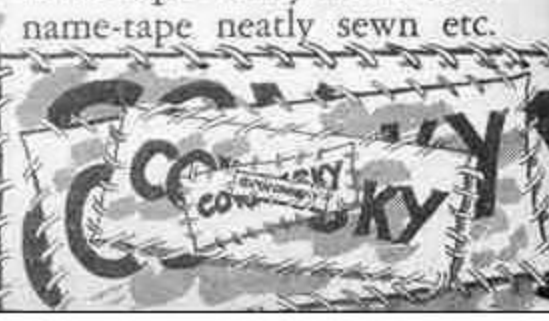
Everything gets a name-tape (see below)

Name-tape neatly sewn on Melvin Cowznofsky's tooth-brush.

Name-tape neatly sewn on Melvin Cowznofsky's tooth-paste.

Name-tape neatly sewn on Melvin Cowznofsky's teeth . . .

Name-tape neatly sewn on a name-tape neatly sewn on a name-tape neatly sewn etc.



CAMP ACTIVITIES BUILD SOUND MINDS AND HEALTHY BODIES

NATURE STUDY

CAMPER COWZNOFSKY joins outdoors study group using powerful field glasses to learn vital facts of Nature by observing migratory birds in trees overhead, odd animals in woods near by, and strange goings-on at resort hotel across lake. (Yessireeboy, there's plenty vital facts of Nature to be learned that way.)

OUT-OF-DOORS LIVING

CAMPER COWZNOFSKY expresses wonderment upon awakening after spending night under stars. Wonderment is result of hearing dawn stirrings and feeling damp dew, but mainly, wonderment is result of recalling he went to sleep in bunkhouse night before. (By George, those practical jokers again!)

ARTS AND CRAFTS

OPPORTUNITY TO DEVELOP manual dexterity is offered campers by program of arts and crafts. Here, Melvin Cowznofsky proudly displays season project: leather wallet for father, equal in quality to those selling in stores for $2.50. Actual cost of wallet to Melvin's father, figuring in Melvin's camp fee: $175.00.

WATER SPORTS

SWIMMING AND WATER SAFETY is taught POT-RA-ZEE-BEE campers by use of "buddy" system. When life-guard blows whistle and yells "buddies!", everybody must splash around and pair up with preassigned companion. (Obviously camper Cowznofsky, searching vainly for drowned "buddy", has not yet learned water safety.)

DRAMATICS

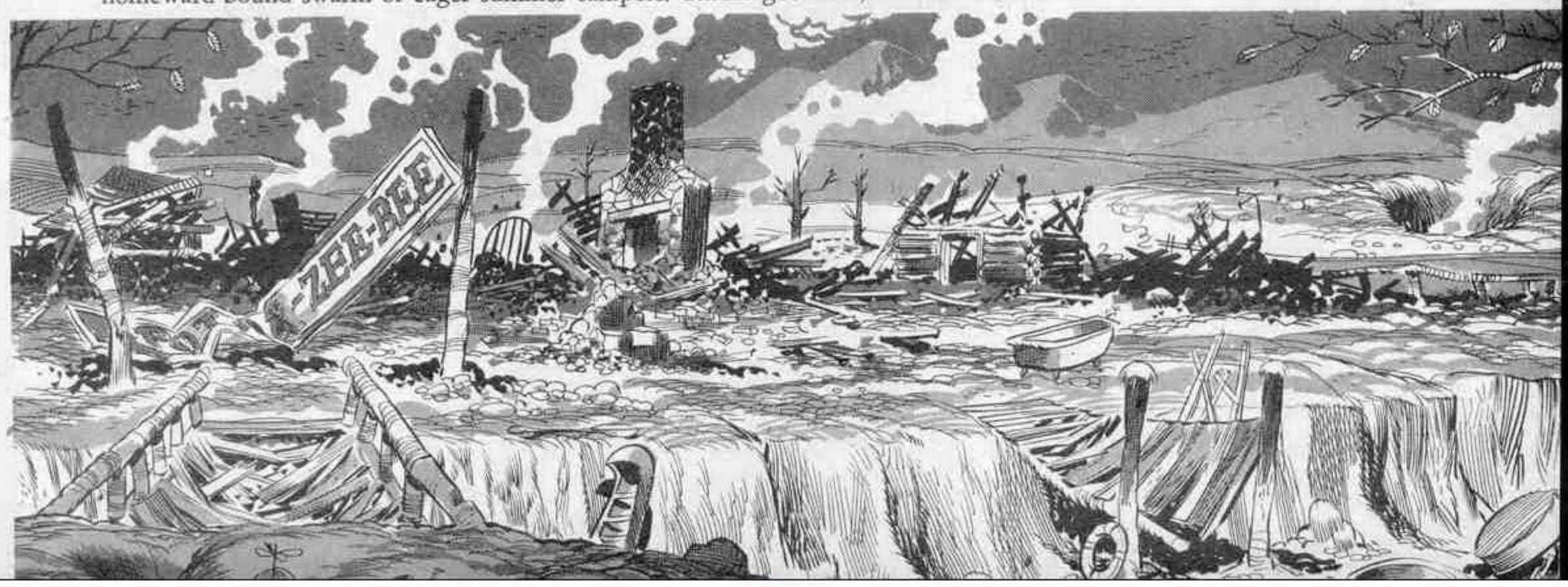
SELF-EXPRESSION is learned by campers through participation in dramatics program. Here, Melvin Cowznofsky stages hysterical emotional scene to impress fellow-campers. Hysterical emotional scene being staged mainly because they refused Melvin part in camp play.

TYPICAL HOME-COMING SCENE

at railroad station on last day of camp season with parents crying and carrying on as they tearfully greet their children with such admonitions as, "Did you change your socks?"; "Did you wash behind your ears?"; "Did you eat?"; and "Did you *have* to come home?". Touching concern kids are displaying is sadness over realization that they must say goodbye to summer camping companions, sadness over realization that they must say farewell to summer joys, but mainly sadness over realization that they face long hard winter with same old nagging parents.

CAMPER COWZNOFSKY AFTER SUMMER OF SOUND MIND & HEALTHY BODY-BUILDING . . .

IN EARLY SEPTEMBER, CAMP POT-RA-ZEE-BEE stands paint-peeled, its equipment destroyed, a total wreck . . . deserted by homeward-bound swarm of eager summer campers. Thank goodness, another hurricane season is over! **END**



POINT OF VIEW DEPT.

THE IDEAL

as seen by the various

TRUE ROMANCES

THE SATURDAY EVENING POST

EXCITING COMICS

THE REAL

who reads them various

TRUE ROMANCES

THE SATURDAY EVENING POST

EXCITING COMICS

**Wanted . . . sewing machine attachment for stitching stars.
—Betsy Ross

WOMAN
types magazines like . . .

VOGUE

ASTOUNDING SCIENCE FICTION

ESQUIRE

PICTURES BY KELLY FREAS

WOMAN
type magazines like . . .

VOGUE

ASTOUNDING SCIENCE FICTION

ESQUIRE

NOSTALGIA DEPT.

The other day, we accidentally steamed open some letters to our "Chicken-Flicking Editor", Alfred E. Neuman, which aroused our curiosity. So we barged into his office and asked about their authors while dodging chicken-flickings Mr. Neuman flung at us for having the nerve to invade his privacy. (Seems we'd barged in while Alfred was working on the new office chicken!) After calming down, Alfred's curiosity became aroused too, and he dug up other missives he'd collected over the years from these very same people. Here, then, is a brief History-in-Writing of Alfred E. Neuman's . . .

P.S. 49

To Alfred-
Keep plugging! 6/12/45
Remember-
"A penny saved
is a penny earned!"
Your friend,
John

POTRZEBIE JUNIOR HIGH

6/16/45
To Alfred-
May your dreams of
the future become a
reality! Remember-
"Money makes the man-
if the man makes money!"
Your friend,
John

P.S. 49

Dated Forever

Dear Alfy,
Roses are red, violets are blue,
You are for me and I'm for
you!

2	cute
2	be
4	got 10

your sis grad-U-8
"Babs"

POTRZEBIE JUNIOR HIGH

June 16, 1945
Dearest Al,
There are tulips in the garden,
There are tulips in the park.
But the tulips I like most
Are two lips in the dark!!!
And you know whose-
Love, Bobby

P.S. 49

JUNE 12, 1942

TO ALF-
WE MAID IT, KID!
GUD LUCK!
BOB
(ALEAS "THE SHLEP")

POTRZEBIE JUNIOR HIGH

JUNE 16, 1945

TO ALF-
IF HIGH SCHOOL IS AS
TUFF AS THIS WAZ -
BOY!!
GUD LUCK!
BOB
(ALIEAS "STOOP")

CHILDHOOD CHUMS

FURSHLUGGINER HIGH

JOHNATHAN GORDON

Arista, Economics Medal, Gold Scholarship Cert., Debating Team, Math Team, Science Club, Treas. G.O., Most Likely to Succeed, Freshman Class Adv., All-City V.I.P., L.S., M.F.T.

Alfred—
Good luck.
Remember—
"Money talks!"
Your friend,
John

THE OTHER DAY . . .

Inmates may write on one side of paper only.

ALCATRAZ FEDERAL PRISON

OK. Censor T.P.C.

Dear Alf, Old Pal,
I've learned the hard way that "Money is the root of all evil!"
Yes, sir!
And speaking of money, Alf, Old Pal, I was wondering if you'd

FURSHLUGGINER HIGH

BARBARA BRIDGEWOOD

Gold Service Cert., Pres. Home Economics Club, Capt. Cooking Team, Sewing Club, Home Management Club Sec'y, Freshman Class Adv.

My Darling—
Of school days this is the end, but for us, it's just the beginning—
With my Eternal love,
"Snookums"

THE OTHER DAY . . .

Eden Roc Hotel
MIAMI BEACH, FLORIDA

The Queen Victoria Suite

Dec. 7, 1956

Dear Alfred:-
I hope that this letter finds you in good health, and over your recent illness. I assume that you have had a recent illness, because I cannot think of any other reason why my alimony check is so late.
However, just in case, I have notified my lawyer in N.Y., and he will be calling on you. So get it up, you no-good cheap-

FURSHLUGGINER HIGH

ROBERT MILTOWN

Blackboard Squad

JUNE 14, 48

TO ALF—
I NEVER THOUGHT I'D LIVE TO SEE THE DAY!
WE'RE OUT KID!
GUD LUCK
BOB
(THE SHMO)

THE OTHER DAY . . .

GENERAL MOTORS CORP.
Executive Offices

DEC. 4, 1956

DERE ALF—
HOW ARE YOU? I AM FINE! I WAZ JUST ELECTED CHAIRMAN OF THE BOARD HERE AT GENEREL MOTORS. SEE, POP LEFT ME THIS BIG BLOCK OF STOCK. SO I STARTED BUYING MORE. AND SOON

SNAKING OVER THE NATION

ASP

CRUSHING THE COMPETITION

Shopping Dept.

SUPER-DUPER MARKETS

FORCE-OUT-THE-SMALL-RETAIL-GROCER

GALA SALE

SAVE ON MEAT AND MILK

LIVE COWS ea. **$1.98**

FINEST QUALITY

HORSEMEAT

THOROUGHBRED WINNERS	HARNESS WINNERS	LOSERS
lb. 84c	lb. 69c	lb. 02c

SKINLESS AND BONELESS

LIZARDS ea. **27c**

IMPORTED PICKLED TENTACLES OF

OCTOPUS per tentacle **25c**

READY-TO-EAT SMOKED FILLETS OF

ARMADILLO per filet **85c**

LEG OF LAMB	lb. 94c
ARM OF LAMB	lb. 84c
SHOULDER OF LAMB	lb. 74c
REST OF LAMB	lb. 01c

ECONOMICAL

280 lb. bag of Chicken Flickings **13c**

PIG'S KNUCKLES 10 for **24c**

PIG'S BRASS KNUCKLES per set **98c**

BUM STEERS lb. **37c**

DOUBLE CROSSERS ea. **12c**

FRESH, TASTY

VIRGINIA HAM lb. **84c**

DARING, RACY

CYNTHIA HAM **QU-2-9970**

FANCY TUNA	can 43c
NOT-SO-FANCY TUNA	can 33c
SLOPPY TUNA	can 03c

GARDEN FRESH

BIRDBATH WATER qrt. bottle **18c**

HEALTHFUL

FROZEN BRILLO 20 pads for **39c**

½ lb. Print Butter	23c
½ lb. Linotype Butter	33c
½ lb. Offset Butter	43c

LARGE ECONOMY SIZE JAR OF

INSTANT WATER JUST ADD HOT COFFEE **85c**

EARLY GARDEN PEAS	can 02c
LATE GARDEN PEAS	can 22c
LATE, LATE GARDEN PEAS	chan. 2
New Green Cabbage	head 07c
Old Purple Cabbage	head 27c
BELLY-BUTTON LINT	oz. 68c

LUSH

STEWED PRUNES vat **69**

SEDATE

SOBER PRUNES bag **09c**

CORN ON THE COB ea. **22c**

COB WITHOUT THE CORN **72c**

(Prices subject to change if you don't watch our clerks carefully)

DATING DEPT.

Since you are obviously a failure in the dating department, (You wouldn't be wasting time reading this trash if you could be going out with girls!) MAD now offers you a rare opportunity to overcome your difficulties with this article which explains . . .

**Wanted . . . travelling companion.
—John Foster Dulles

THE MAD DATING TECHNIQUE

UP to now, you have probably approached the problem of dealing with the fair sex in one of two ways. You've either been the "shy" type, and you've failed miserably, or you've been the "aggressive" type, and you've failed miserably. Now, MAD shows you how to be the "Mad" type, and fail miserably. All kidding aside though, let's go through a typical date, and see how these three types would handle the very same situations. When you've finished, it will be obvious to you that you've made many bad mistakes in your time, including starting this article in the first place.

THE SHY TYPE

THE AGGRESSIVE TYPE

THE MAD TYPE

ASKING FOR THE DATE

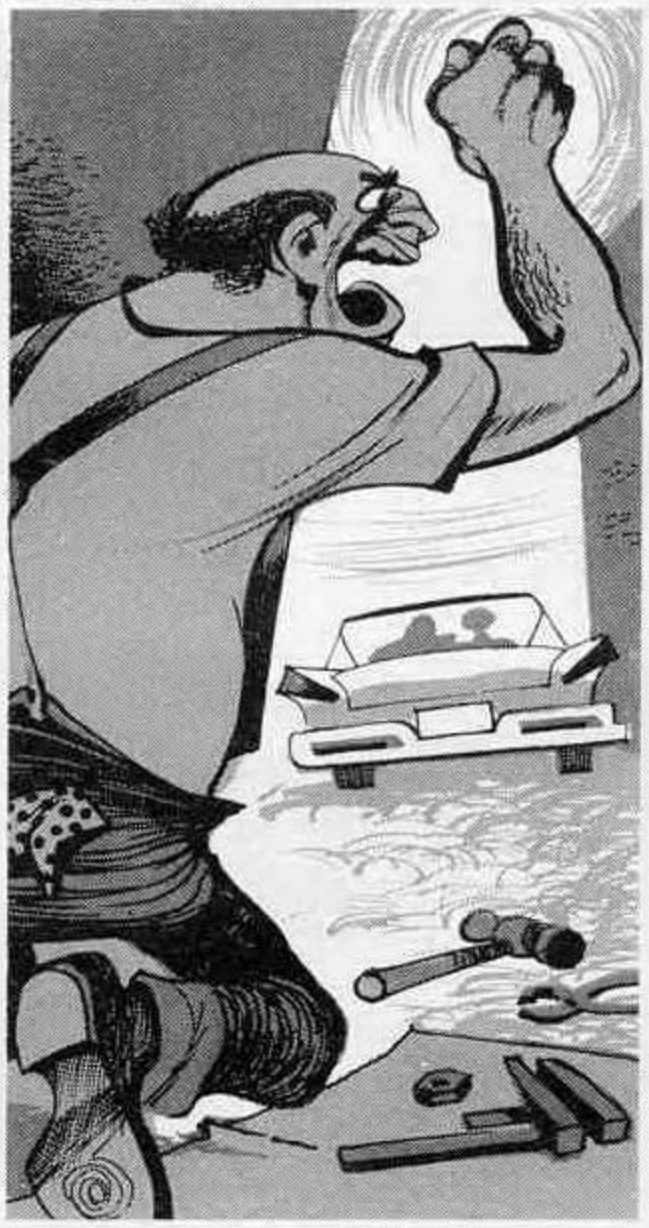
THE SHY TYPE hasn't enough nerve to ask for date, writes note instead, pays kid to deliver it. Unfortunately, girl usually accepts, goes out with the kid.

THE AGRESSIVE TYPE has plenty of nerve, asks girl for date right out. Unfortunately the girl also has plenty of nerve and she usually refuses outright.

THE MAD TYPE doesn't bother to ask, shows up at the girl's house with flowers, asks if she's ready. She hasn't enough nerve to admit she forgot date.

SECURING TRANSPORTATION

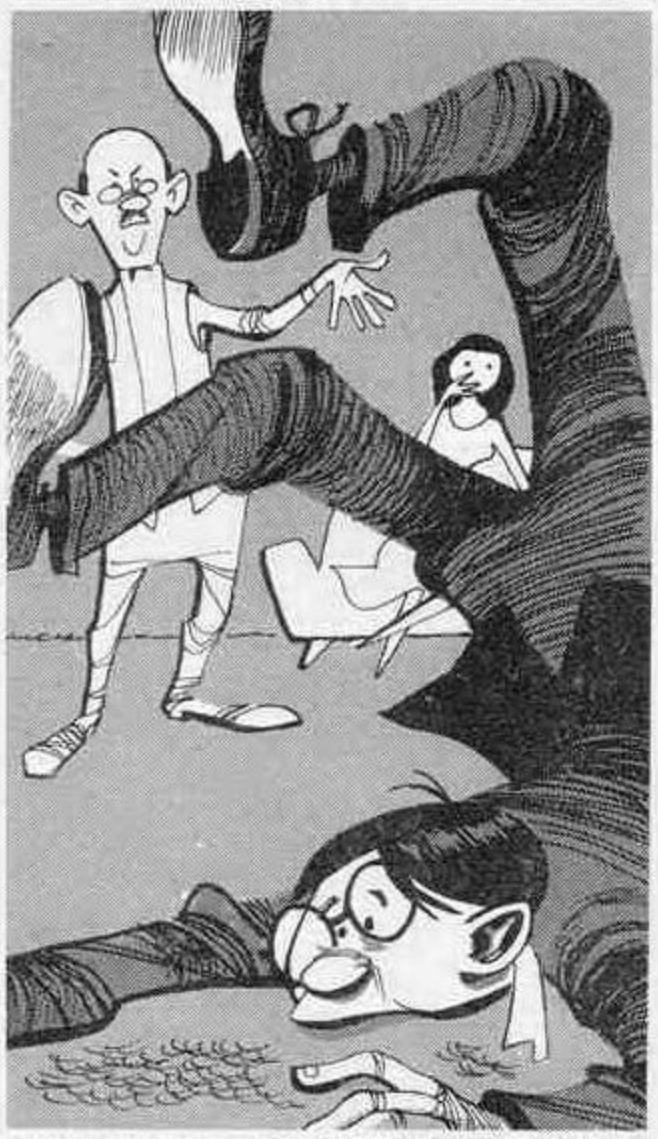
THE SHY TYPE hasn't the nerve to ask for his old man's car, so he rents one.



THE AGGRESSIVE TYPE doesn't even ask for his old man's car, he just steals it.

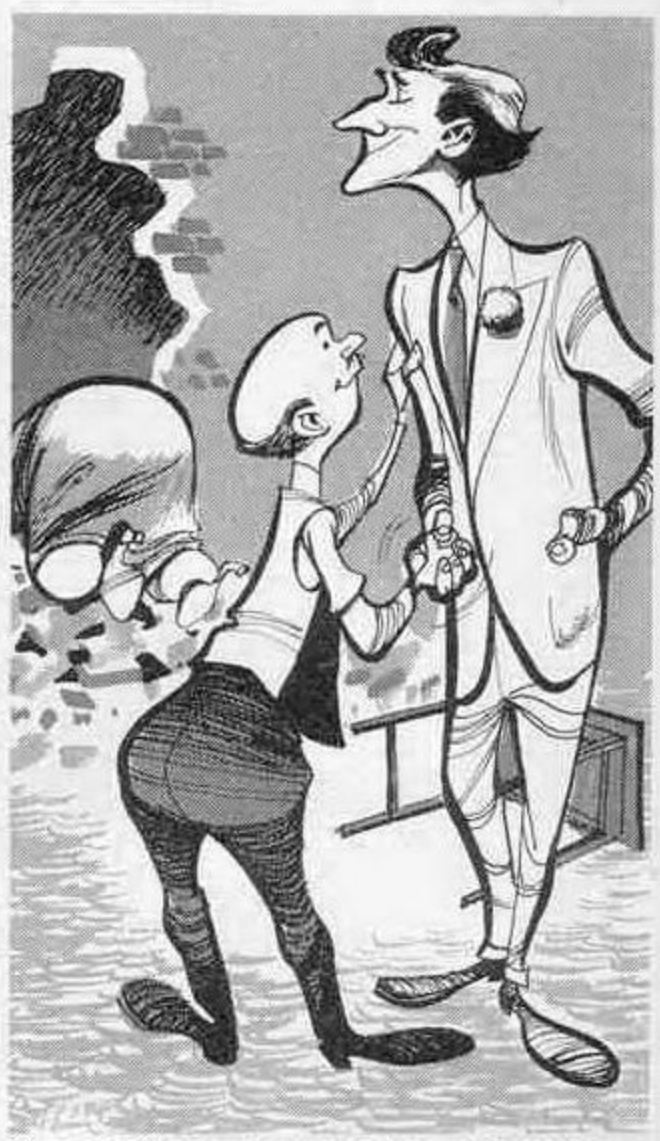
THE MAD TYPE not only borrows old man's car, he also borrows the old man.

IMPRESSING THE GIRL'S FATHER



CHALLENGED BY DATE'S FATHER to Indian wrestle, the shy type purposely loses match, impresses father as a clod.

CHALLENGED BY DATE'S FATHER to Indian wrestle, the aggressive type throws father, impresses him as a clod.



CHALLENGED BY DATE'S FATHER to Indian wrestle, the MAD type throws mother, impresses father as great guy.

**Wanted . . . a girl I can love for herself alone.
—Porfirio Rubirosa

PLANNING WHERE TO GO

THE SHY TYPE, in search of place offering possibilities of little conversation, takes his date to neighborhood movie.

THE AGGRESSIVE TYPE, in search of place offering possibilities of little $ investment, takes his date to same movie.

THE MAD TYPE in search of place offering possibilities of a little necking, takes his date to balcony of the same movie.

IMPRESSING THE GIRL FINANCIALLY

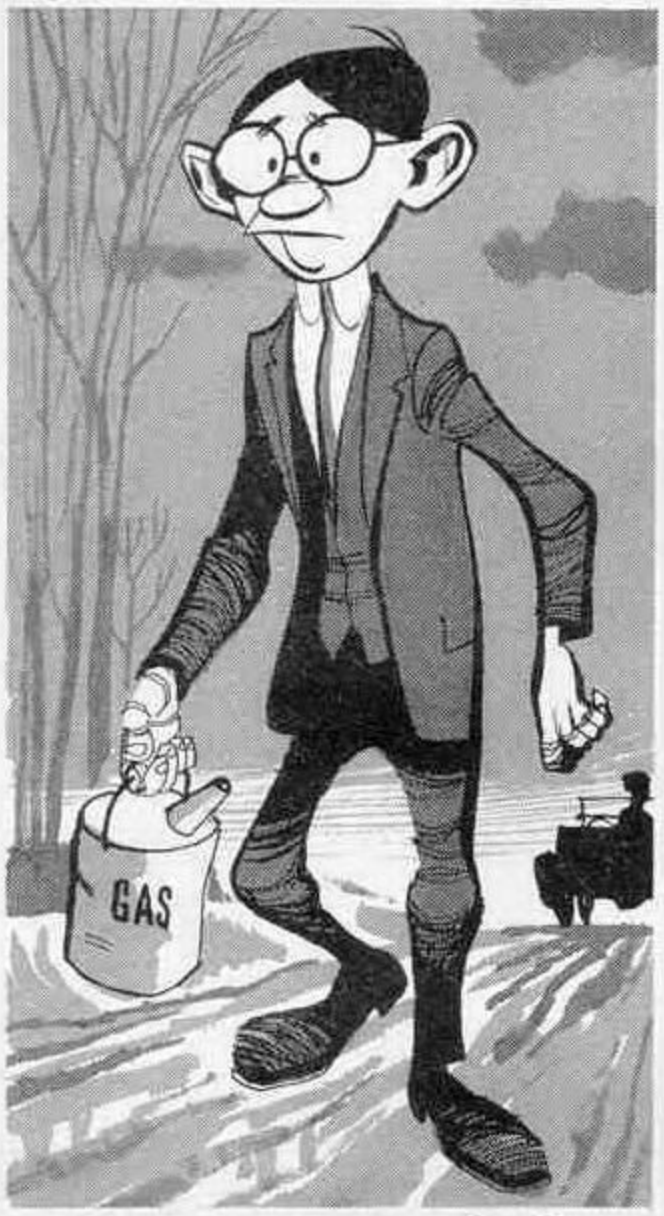
THE SHY TYPE impresses his date by inadvertently leaving a big tip. He's too chicken to ask the waiter for change.

THE AGGRESSIVE TYPE impresses his date by impulsively leaving big tip. He eats candy-bar lunches all that week.

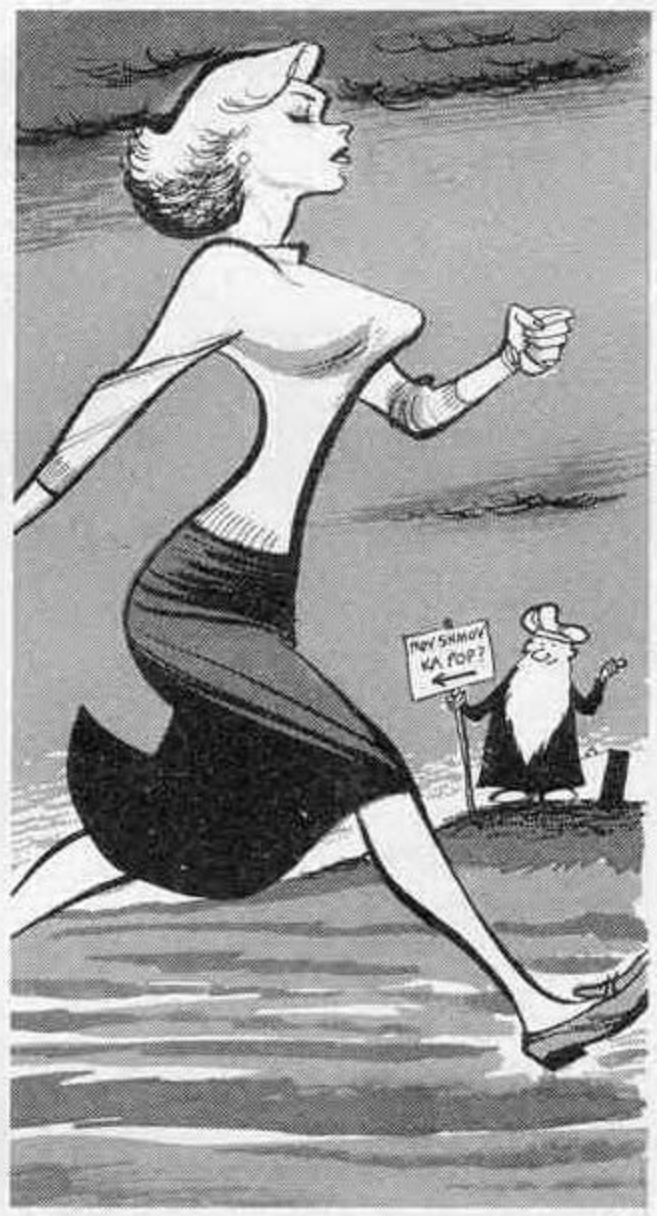
THE MAD TYPE impresses his date by deliberately leaving a big tip. He cleverly swipes it all back as he leaves table.

**Wanted . . . a girl who will love me for myself alone.
—Tommy Manville

LOOKING FOR A LITTLE PRIVACY



THE SHY TYPE stops car, pulls old routine about being out of gas. Date gets mad, so he ends up walking down dark lonely road to distant service station.



THE AGGRESSIVE TYPE stops car, pulls 'out-of-gas' routine. Date gets mad, he gets mad, so she ends up walking down lonely dark road to a distant bus stop.

THE MAD TYPE doesn't resort to any corny routines. He crashes the car into a tree, and they *both* end up walking down that dark lonely road. Hoo-hah!

KISSING THE GIRL GOODNIGHT

THE SHY TYPE hasn't the nerve to kiss his date goodnight, puckers several times, and finally ends up whistling.

THE AGGRESSIVE TYPE grabs his date forcefully, kisses her several times, and finally ends up nursing a black eye...

THE MAD TYPE doesn't try, turns to go, falls down, bumps mouth, finally ends up with date kissing his booboo . . .

**Wanted . . . a new T. V. show for Phil Silvers.
—The U.S. Army

AWARDS DEPT.

MAD'S ADVERTISING AWARD

goes to the most nauseating

T.V. COMMERCIAL OF 1956

THE ROLLY CIGARETTE AD

PICTURES BY MORT DRUCKER

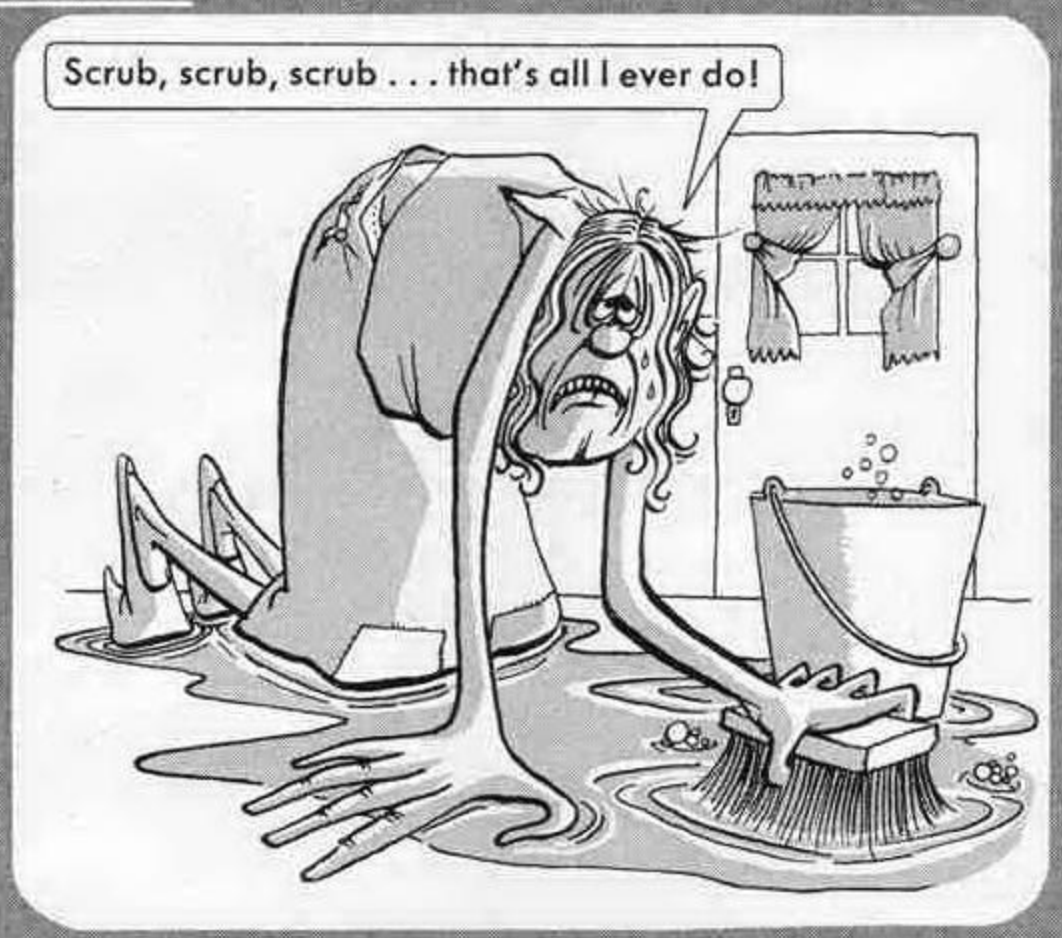
SOFT-SELL ADVERTISING DEPT.

Okay, Gang! It's time for the commercial again! So here we go with another example of that frightening trend toward clever, modern, humorous, soft-sell advertising. Here's this issue's

FUTURE TV AD

ART AND CONTINUITY BY DON MARTIN

**We'd like to be a Nestlé salesman in Hershey, Pennsylvania.



Whadaya think mothers are for, ya little idiot? Ta' scrub floors all day . . . ?
Hello, Dear . . .
E-Z SPOT

Upset about a little mud on the floor, Dear? Grease? Grime? Blood?
E-Z SPOT

Why worry? Sprinkle a little "E-Z Spot" with the miracle ingredient "Zinesrone" on a damp cloth, wipe, and . . .
E-Z SPOT

Hmmm . . . that's funny!

Th-there must be some mistake, D-Dear! You're just upset, Sw-Sweetheart! Th-that's not a knife in your hand, is it, Darling?

Not just "any" knife, Love! This is a "Perfecut" All-Purpose Kitchen Knife by ELKON
"The Most Famous Name in Kitchenware!"

Remember, Folks! Anything that slices will slice best with a "Perfecut" Kitchen Knife!
by ELKON ®

SIGNED, SEALED, AND UNDELIVERED DEPT.

This past Christmas season, since we don't make enough writing this trash to live on, we took a night job spinning cobwebs in the "Dead Letter" section of New York's Main Post Office. Seeing all those undelivered letters caused us to speculate . . . might not the world be a lot different today if they had reached the people for whom they were intended? So we opened a few at random to prove our point. They're reprinted below. Another point we prove is . . . you can get arrested for jimmying open U.S. Mail. Even . . .

IRVING SCHICKELGRUBER
PAINTING AND DECORATING
2289 Grand Concourse
Bronx, New York

November 1, 1923

Herr Adolph Hitler
c/o Schultz's Bier Halle.
Munich, Germany

Dear Adolph,
Never mind mit dis "putsch" nonsense! Come to America immediately! Paper hangers are making fortunes in the Bronx!

Your loving Uncle,
Irving

COOK COUNTY BOARD of HEALTH
Chicago, Illinois

Mrs. Gertrude O'Leary
Cor. Jefferson & DeKoven Sts.
Chicago, Illinois

October 1, 1871

Dear Mrs. O'Leary:-

It has been brought to our attention by complaints from your neighbors, that you are harboring a live cow in a residential area of Chicago proper, contrary to Provision 189, Section 4, Cook County Health Code.

Please be advised that if you do not remove said cow from your area by October 8, 1871, you will be subject to a fine in the amount of $2.00.

Respectfully yours,
Melvin J. Finnigan
Melvin J. Finnigan
Commissioner of Health

Office of the Field Secretary
THE SALVATION ARMY
Hollywood, California

Sept. 24, 1948

Miss Marylin Monroe
% Schwabs Drug Store
Hollywood and Vine
Hollywood, California

Dear Miss Monroe:-

Your application to join the Salvation Army has been approved by this office. Kindly report to our School for Officers Training in San Francisco, on October 9th, 1948, at 10 A.M.

Bless you,
Emilia Dermquod
Emilia Dermquod
Brigadier

John T. Stuart
Attorney-At-Law
Springfield, Illinois

April 3rd, 1865

A. Lincoln
The White House
Washington D.C.

Dear Abe:-
Saw "Our American Cousin" when it played Chicago. It's a bomb! Do yourself a favor. Stay home!

John

DEAD LETTERS

"We'd like to be Milltown dispenser for Perry Como.

JULY 22, 1886

MISS TILLIE MONOHAN
242 FLATBUSH AVENUE
BROOKLYN, N.Y.

DEAREST TILLIE,
MY HEART IS ~~BOR~~ BROKE BECAUSE YOU HAVE REFUSED MY PROPOSAL OF MARRIAGE.
I WILL BE ON THE BROOKLYN BRIDGE TOMORROW AT 4 P.M. MEET ME THERE AND TELL ME YOU HAVE CHANGED YOUR MIND.
OTHERWISE I WILL KILL MYSELF!!

NO KIDDIN!
STEVE BRODIE

TIME
THE WEEKLY NEWSMAGAZINE

October 2, 1936

George T. Eggleston, Editor
LIFE Magazine, America's Humor Weekly
60 East 42nd Street
New York, New York

Dear George:-

When my lawyer gets there with the checks and contracts on Monday, please have him call me immediately. I cannot get in touch with him at this late hour on Friday.

After careful reconsideration, I have changed my opinion. I do not now believe that my purchase of your failing magazine would be an advantageous business venture.

In other words, the deal is off.

Very truly yours,
Henry
Henry R. Luce

HRL/jd

THE CONSOLIDATED EDISON CO.
4 Irving Place,
New York, N.Y.

DIVISION OF
WORKMAN'S COMPENSATION
BOARD OF REVIEW

Case No.: 1894735
Date of Accident: Sept. 5, 1931
Date of Claim: Jan. 4, 1934
Date of Review: Nov. 18, 1940

Dig into those files we must.

Mr George Metesky
17 Fourth Street
Waterbury, Conn.

Nov. 18, 1940

Dear Mr. Metesky:

This Board of Review has reconsidered your claims for compensation arising out of an accident you suffered at our Hell Gate Station on Sept. 5, 1931, and we have unanimously concluded that you got a raw deal.

Please report to this office at your earliest convenience, so we can negotiate an agreeable settlement,

Sincerely yours,
Sidney Ferguson
Sidney Ferguson,
Chairman,
Board of Review

CONTINUED ON NEXT PAGE

OUT OF ORDER DEPT.

During a lengthy survey taken over a cup of coffee the other morning, we came to the conclusion that you people owe a lot to vending machines. Just stop and think for a minute, all you people, of the functions these clever contraptions perform. They save steps. They give quicker service. They afford added convenience. And mainly, they throw countless people out of work. Yessiree, by George . . . all you unemployed people owe vending machines plenty!

Today, there seems to be a vending machine for almost every product: cigarettes, beverages, candy bars, axolotls, and halvah, to name just a few. But these are only the beginning. American ingenuity hasn't finished with them yet . . . not by a long shot. Bigger and better vending machines are on the way. So here, then, is MAD's forecast of . . .

VENDING MACHINES of the FUTURE

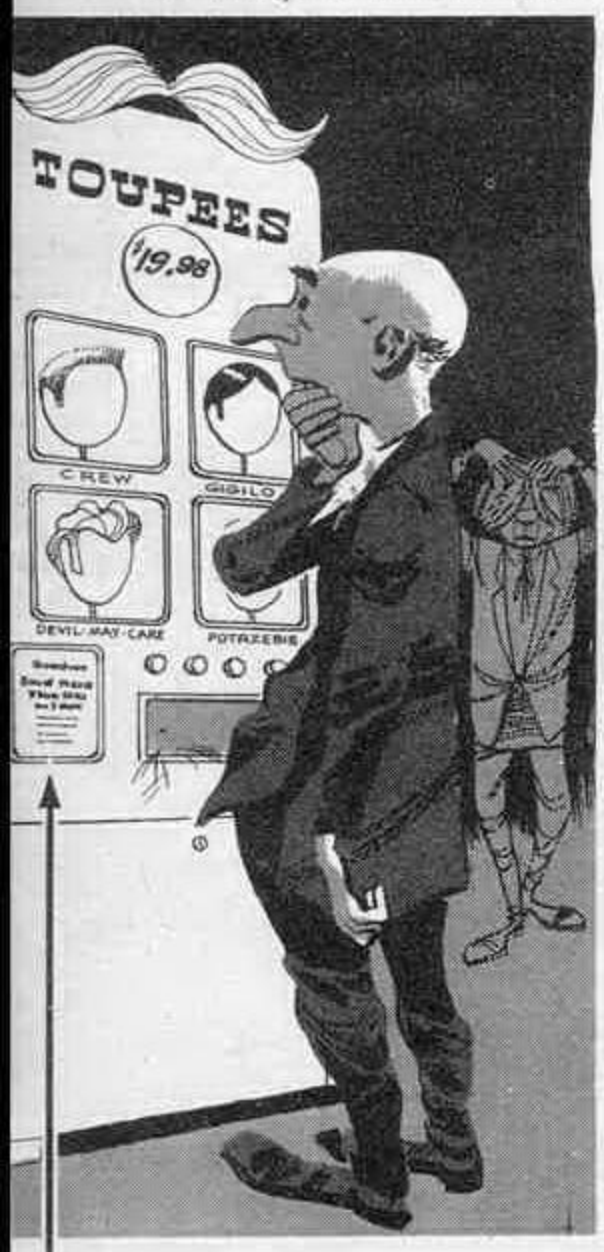
PICTURES BY BOB CLARKE

Today's vending machines, as the pictures below clearly show, are handy, convenient and efficient. But wait, brother, you ain't seen nuthin' yet! Just turn the page . . . and you'll really see nuthin' . . .

• "We'd like to be the background artist for "Nancy".

THE HAIR-O-MAT

A boon to millions of bald-headed men will be the future vending machine which dispenses toupees. These will appear right after current Yul Brynner fad has died out.



Directions:

Deposit 76 Quarters, 9 Dimes, 1 Nickel and 3 Pennies.

1. Insert Coins
2. Press Button
3. Take out Toupee
4. Put it on, Idiot!

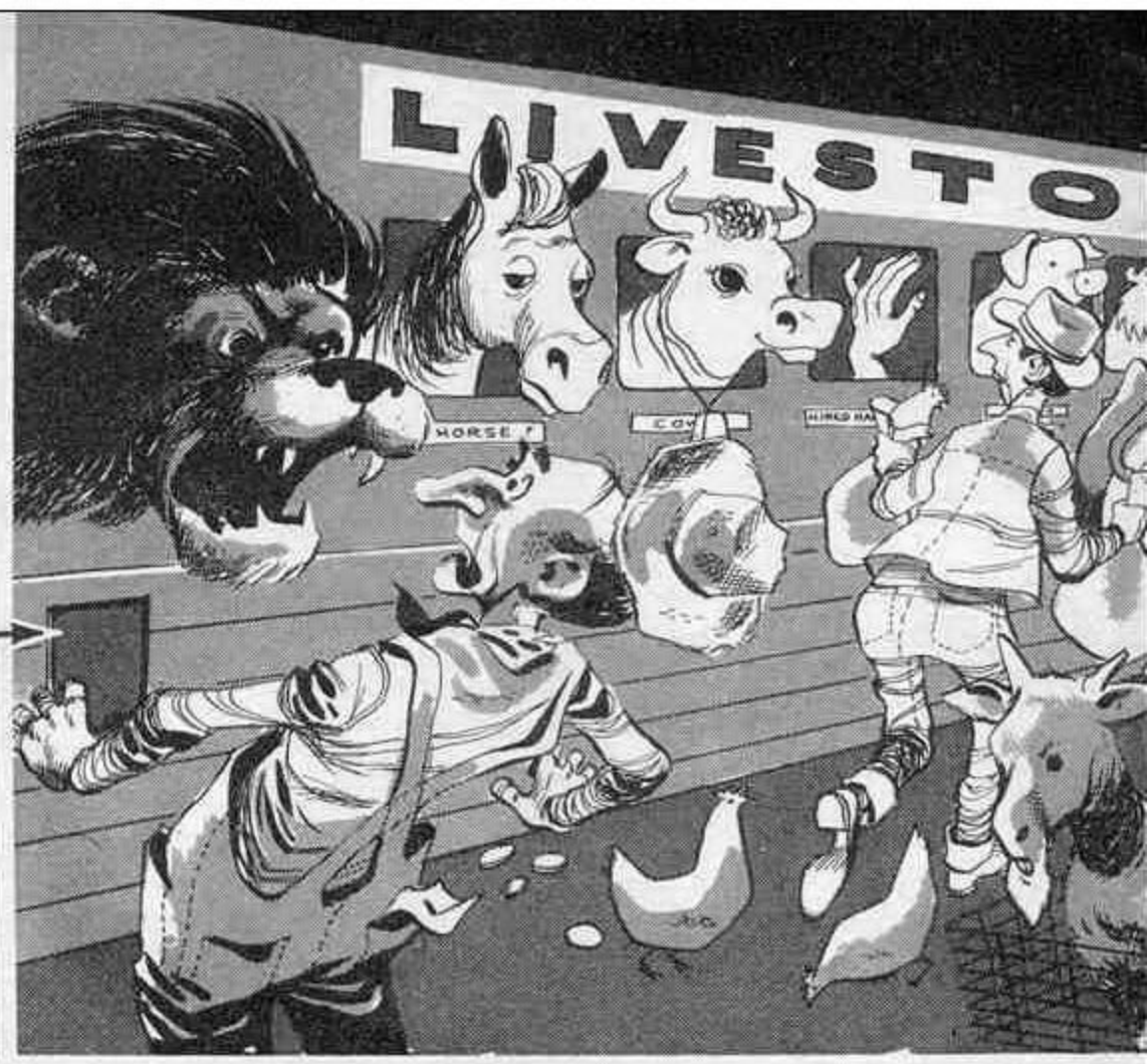
THE VEND-A-BEAST

Farmers will be able to purchase livestock from this vending machine of the future. Following its huge success will come a vending machine from which livestock will be able to purchase farmers.

DIRECTIONS

1. Insert Coins
2. Press Button
3. Lift Window
4. Get out of the way!

- HORSE .....500 Dimes
- COW .....400 Dimes
- GOAT .....300 Dimes
- PIG .....200 Dimes
- CHICKEN .....100 Dimes
- HIRED HAND .....50 Dimes



THE AUTO-VEND

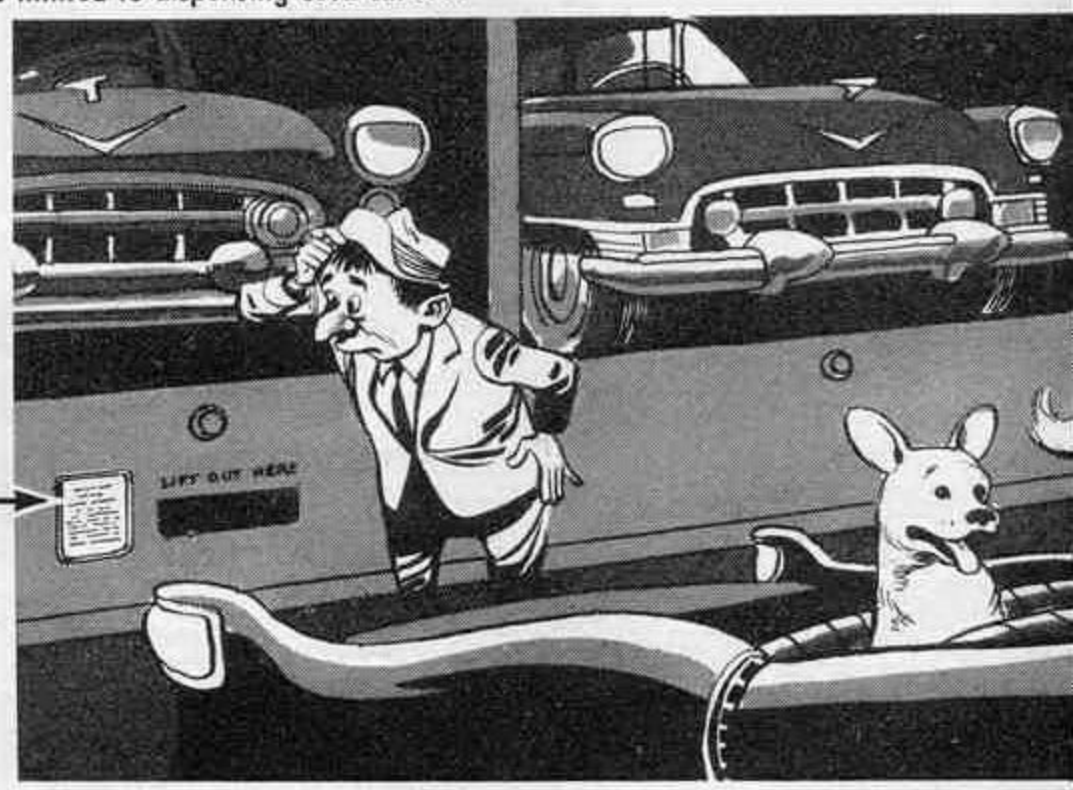
A welcome future vending machine will be the one from which motorists will be able to purchase new cars. When these vending machines are worn out, they'll be classified as **used** vending machines and limited to dispensing used cars . . .

DIRECTIONS

Deposit 10,000 Half Dollars

1. Insert Coins
2. Press Buttons
3. Lift out Car

COLOR	MODEL
Chartreuse	Sedan
Cream	Coupe
Cream & Sugar	Convertible
Pre-Stalin Red	Two Doors
Plaid	Four Doors
All of above	No Doors
None of above	Hearse



THE DOCT-O-MAT

Hypochondriac passersby will find this future vending machine invaluable for obtaining quick medical advice, and fees won't vary with the ability to pay.

Diagnosis.....Deposit 2,000 Pennies
Removal of Appendix.....Deposit 1,000 Dimes
30 Minute Psychoanalysis..Deposit 100 Quarters
Marital Advice.....Free (if female)

DIRECTIONS

1. Insert Coins
2. Take off Clothes
3. Press Complaint Button
4. Read Remedy
5. Hit the Road!

COMPLAINT Press no more than two	REMEDY One may light up	
Appendicitis	Take it out	Leave it in
Itch	Scratch	Suffer
Halitosis	Don't talk	Find New Friends
Broken Leg	Use other leg	Break other leg
Frammitis	Tch! Tch!	Hey! this is a family magazine!
Dandruff	Shampoo	Toupee Machine over there

"We'd like to be the bagel baker for the Stork Club."

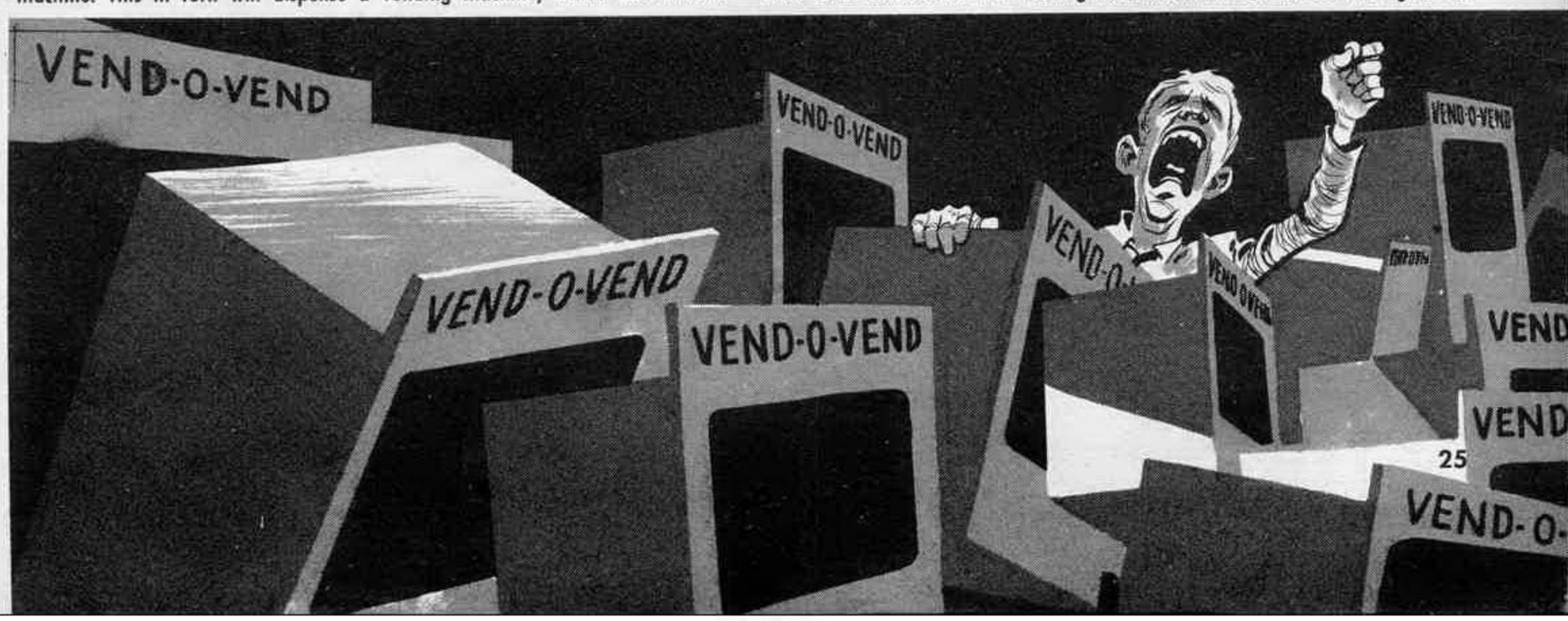
THE WIFE-O-MAT

Most popular of the new vending machines will be one from which a bachelor can select a perfect wife. If she don't come out perfect, he can turn her in and get his money back.

DIRECTIONS	AGE Press One	SIZE Press One	DISPOSITION Press One	INTELLIGENCE If you want any
Deposit 20 Half Dollars	18-21	Sleek	Sweet	Genius
	22-30	Pleasingly Plump	Moody	Not Exactly
1. Insert Coins	31-40	Tapered	Silent	So-so
2. Show proof of non-married status (full wallet will do).	41-50	Overripe	Giggly	Tries
3. Select Specifications	Over 50	Wow!	Obnoxious	Addled
4. Pucker Up	Under 18 (good only in the hills)	A Dog	Loathesome	Idiot
5. Wife will slide down chute				

THE VEND-O-VEND

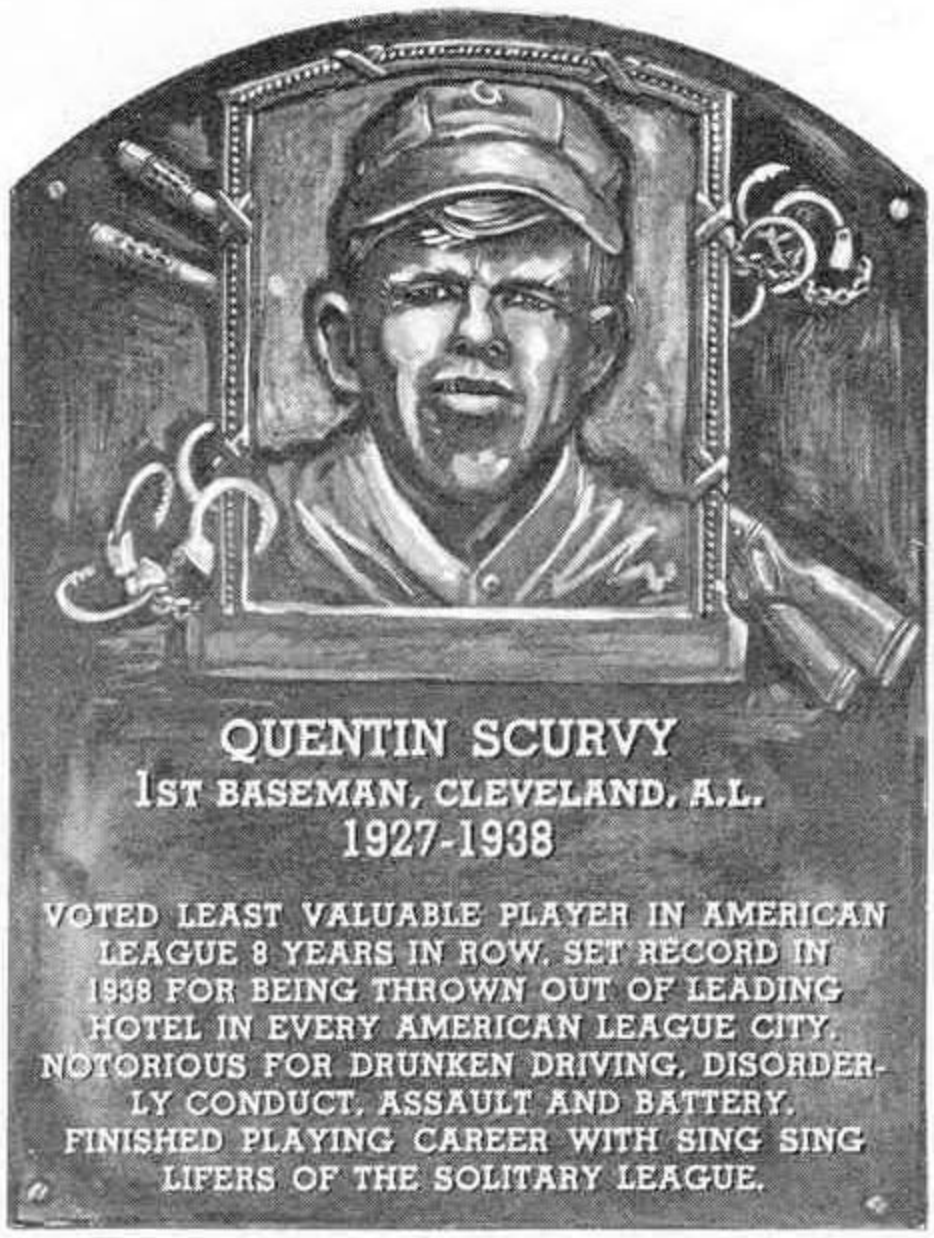
Ultimate in future vending machines will be one which dispenses a vending machine. This in turn will dispense a vending machine, which will in turn dispense a vending machine, and so on. Final vending machine will dispense dime to be inserted in first vending machine and whole mess starts again . . .

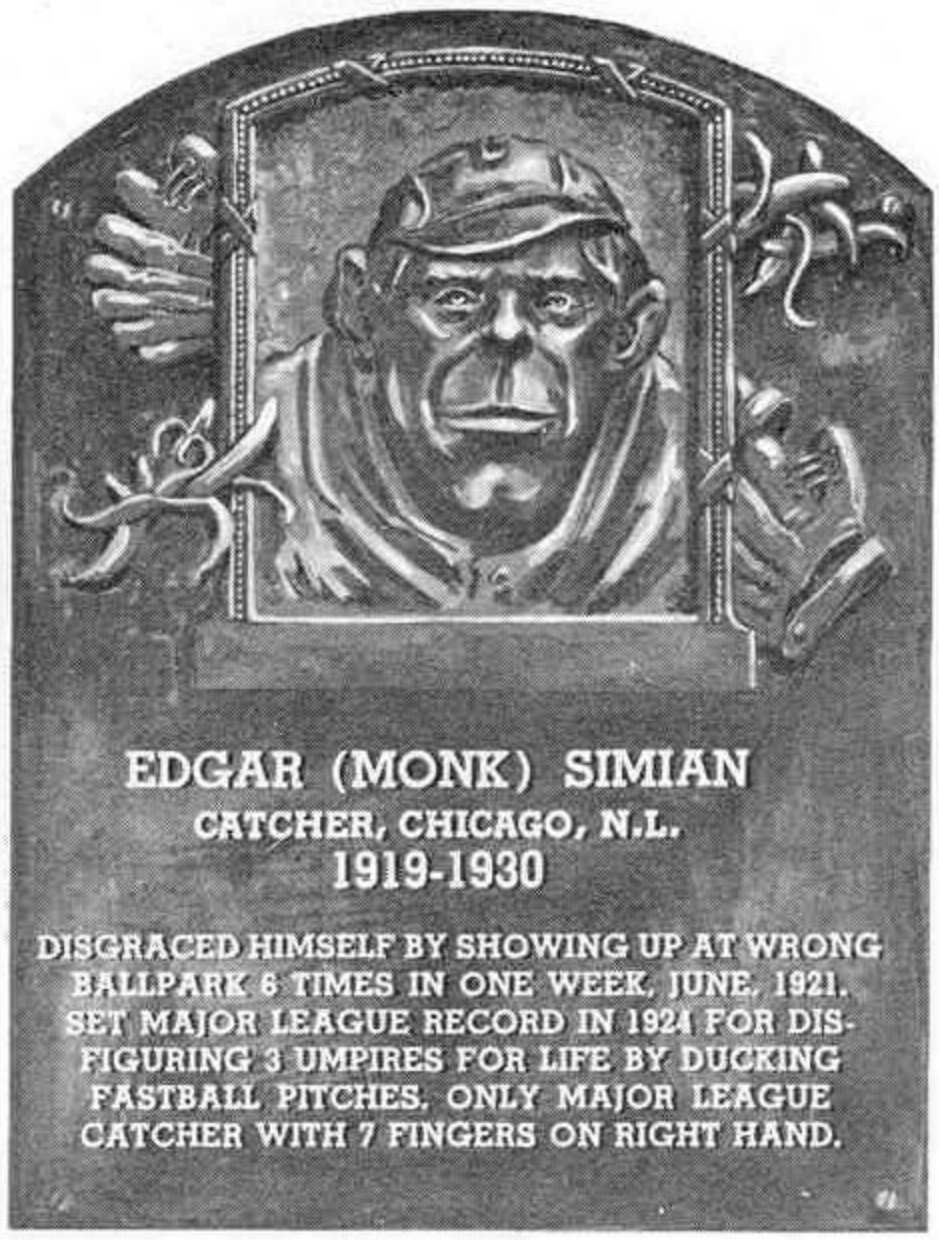


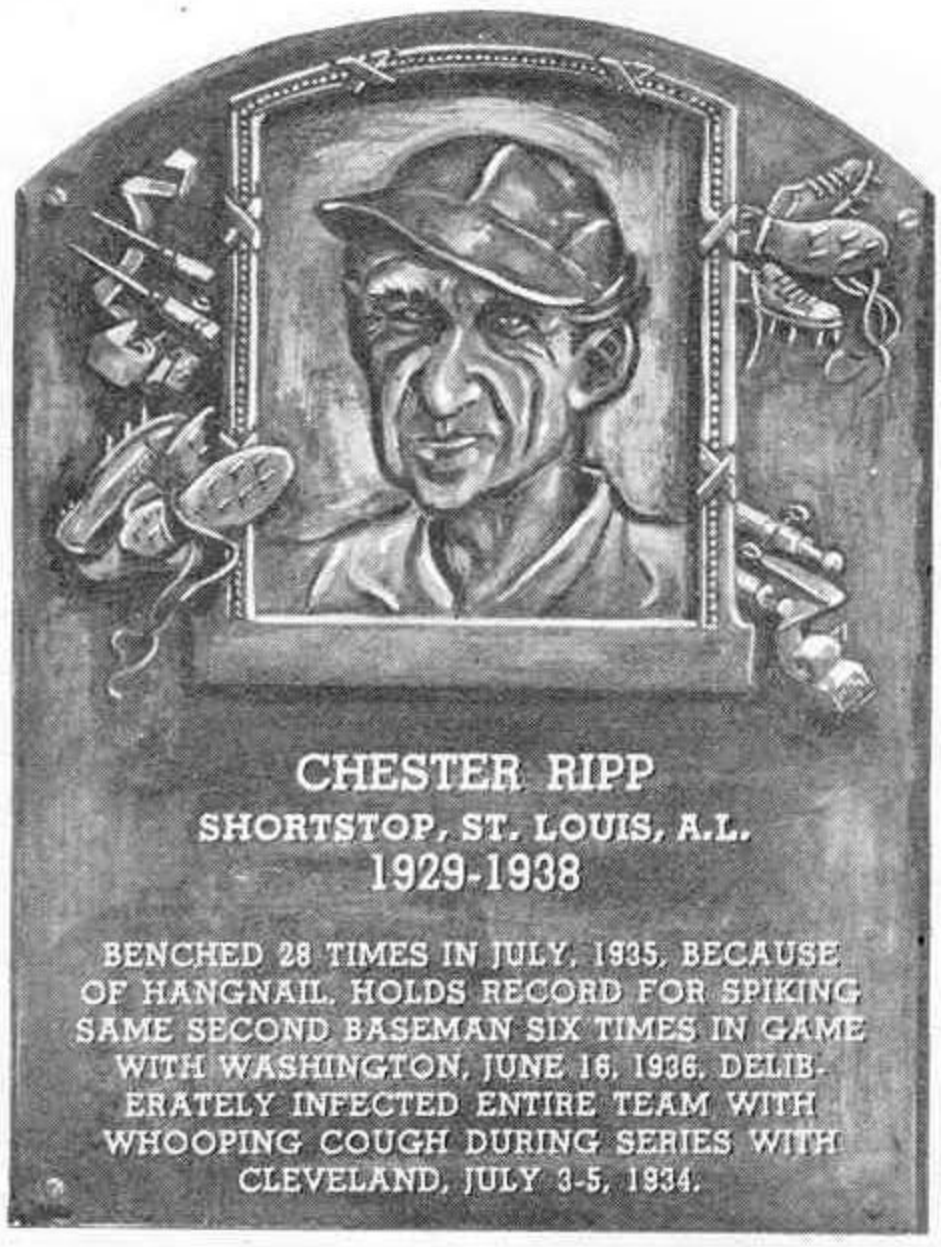
SPOIL-SPORTS DEPT.

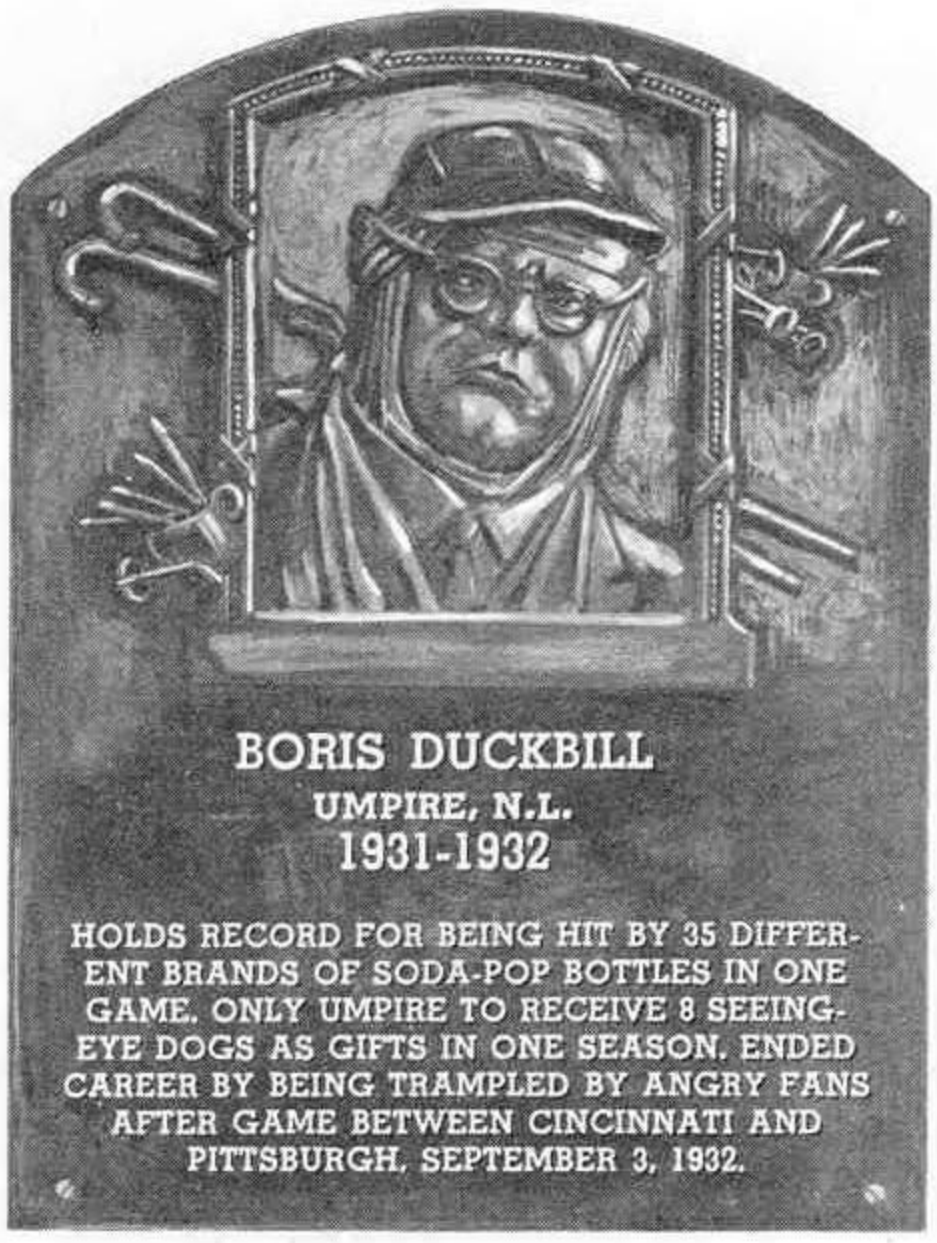
Recently, we took a train to Cooperstown, N. Y., to inspect Baseball's Hall of Fame. Actually, that's where we ended up the day we were run out of town on a rail. Somehow we stumbled into the wrong building there, found ourselves looking up at the strange placques reprinted below, and suddenly realized that we'd discovered...

BASE









BALL'S HALL OF SHAME

PICTURES BY JOE ORLANDO

OMAR (NO-HIT) STAGMIRE

PITCHER, WASHINGTON, A.L.

1944-1952

ONLY PITCHER TO MISTAKE RESIN BAG FOR BASEBALL IN 3 CONSECUTIVE ODD-NUMBERED INNINGS. IN 1952, SET RECORD BY BEING ACCUSED OF THROWING SPITTER 651 TIMES. HOLDS ALL-TIME RECORD FOR WILD PITCHES. IN 1950, BEANED SAME SPECTATOR 5 TIMES. STARTED 265 MAJOR LEAGUE GAMES; NEVER PITCHED A STRIKE.

JEROME (FILTHY) McNASTY

OUTFIELDER, DETROIT, A.L.

1906-1916

SET RECORD IN 1911 WHEN HE WORE SAME T-SHIRT IN 41 STRAIGHT GAMES. ONLY PLAYER TO CHEW SAME PIECE OF GUM IN EVERY AMERICAN LEAGUE BALLPARK. NOTORIOUS FOR UNCLEANLINESS. PRACTICALLY COVERED OUTFIELD BY HIMSELF, DUE TO FACT THAT BEST FRIENDS WOULDN'T TELL HIM.

SOAMES GRULNIK

VENDOR, PHILADELPHIA, N.L.

1942-1947

CARRIED WORST SELECTION OF CANDY BARS IN ANY BALLPARK, 1943. HOLDS RECORD FOR SHORTCHANGING 85 FANS DURING GAME WITH ST. LOUIS, APR. 29, 1946. BLOCKED VIEW OF MORE THRILLING PLAYS IN SEASON THAN ANY OTHER VENDOR, 1944. BANNED FROM ALL BALLPARKS, 1947, FOR SELLING FLAT BEER.

ALFRED E. (SMILEY) NEUMAN

BATBOY, NEW YORK, N.L.

1893-1949

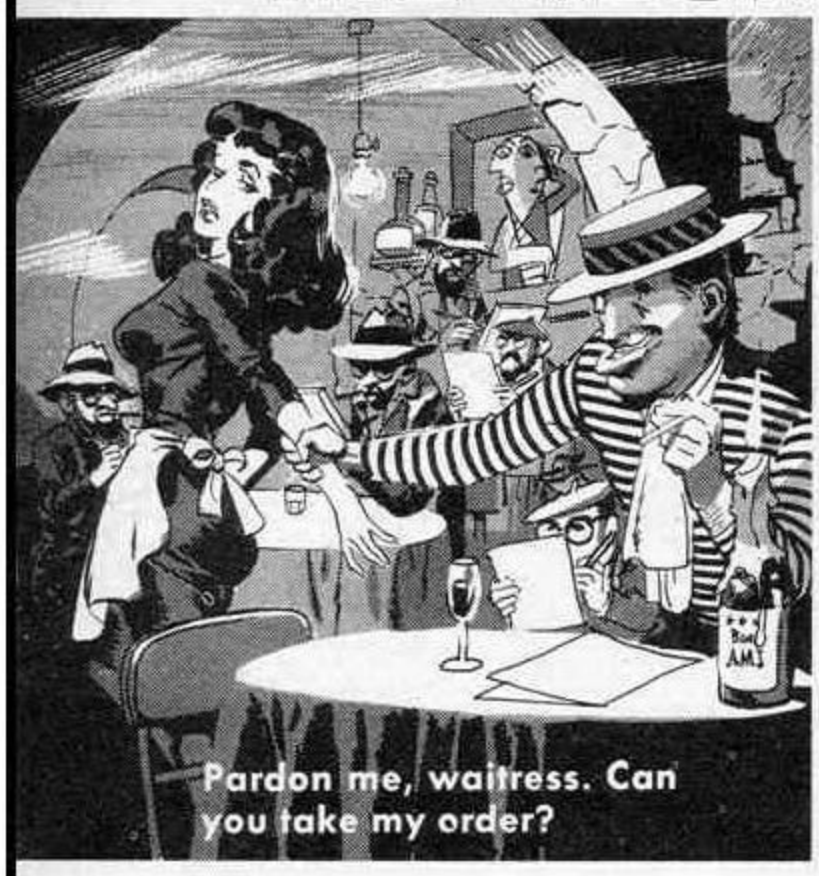
WIDELY KNOWN FOR HIS GREAT USELESSNESS AND INEFFICIENCY. WAS MISTAKEN FOR BASEBALL BAT IN GAME WITH BROOKLYN, 1923, AND HIT INTO TRIPLE PLAY. GOT LOST IN GRANDSTAND, PITTSBURGH, 1927, AND WAS NOT FOUND FOR FIVE YEARS. FINALLY TURNED UP AS PRIZE IN BOX OF CRACKERJACKS.

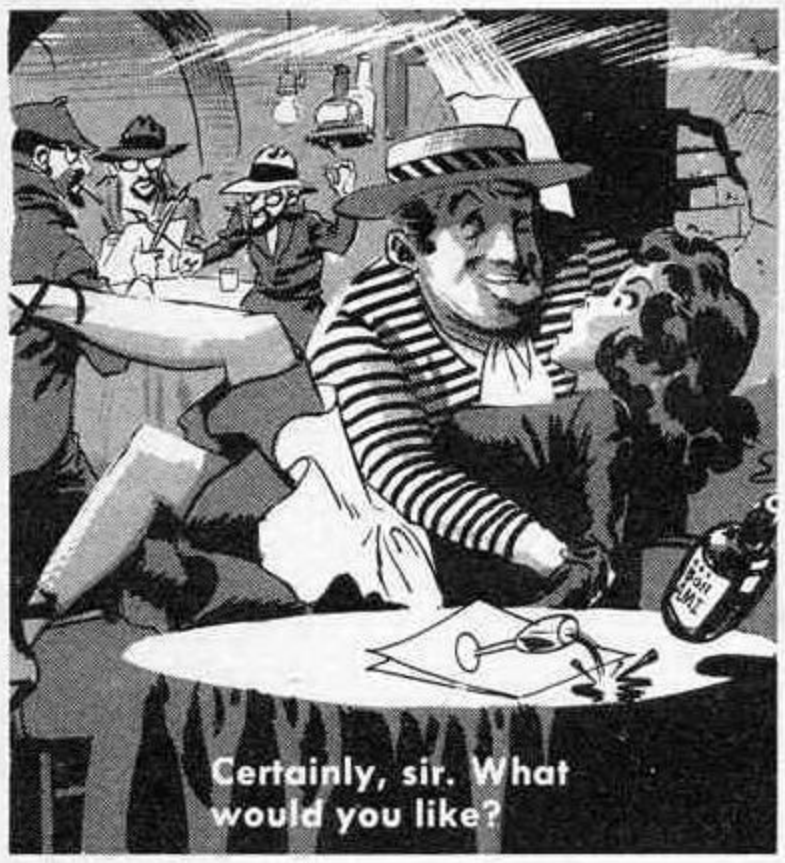
**We'd like to be a manicurist at Stillman's Gym.

MOVIES DEPT.

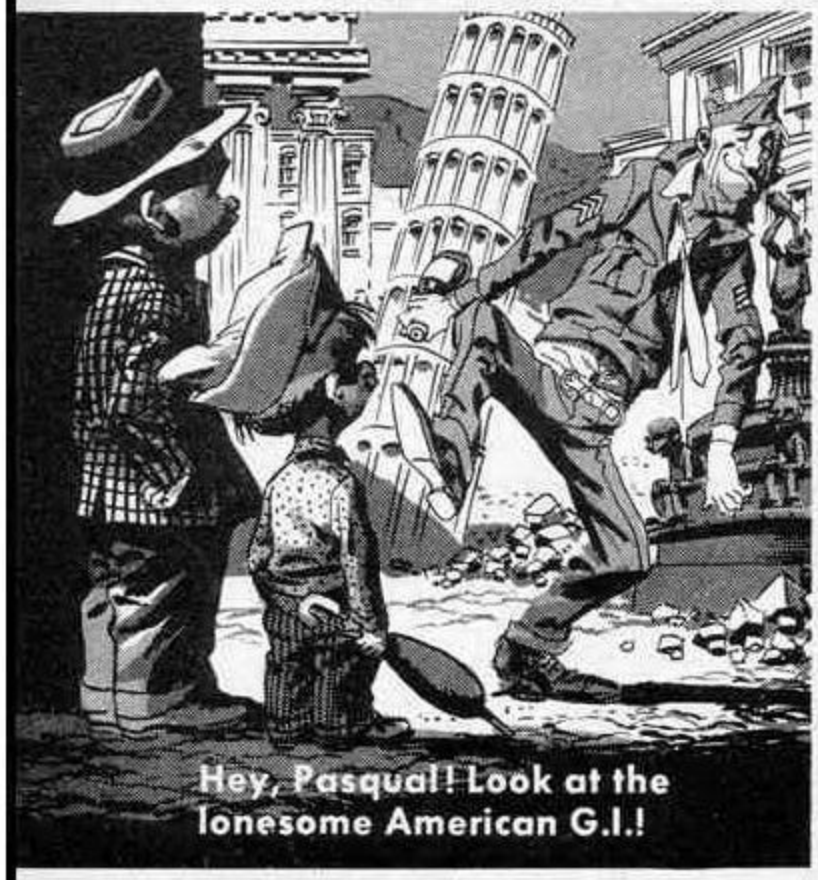
The other day, we stopped in at our local "art" theater to see a double bill of foreign films . . . you know, those imports that are supposed to be free of censorship . . . and we made a startling discovery. *They're a fraud!* The first picture was in French, and since we hadn't paid much attention back in High School when we were supposed to be learning the language, we were forced to read the English titles that flashed on the screen. We were following the goings-on pretty well this way, when we happened to notice that the guy with the beret and the pencil-striped moustache on our right was laughing uproariously at parts we didn't think were particularly funny, and snickering knowingly at parts we didn't think were particularly sexy. And the same thing happened to the guy with the handle bar moustache eating the hero sandwich on our left when the Italian picture came on. So it suddenly occurred to us that them English titles don't quite tell *all* that's going on! The way we figure is . . . . . SOMEBODY'S COVERING UP! Study the following typical scenes we noted, and see if you don't agree that . . .

THE RESTAURANT SCENE





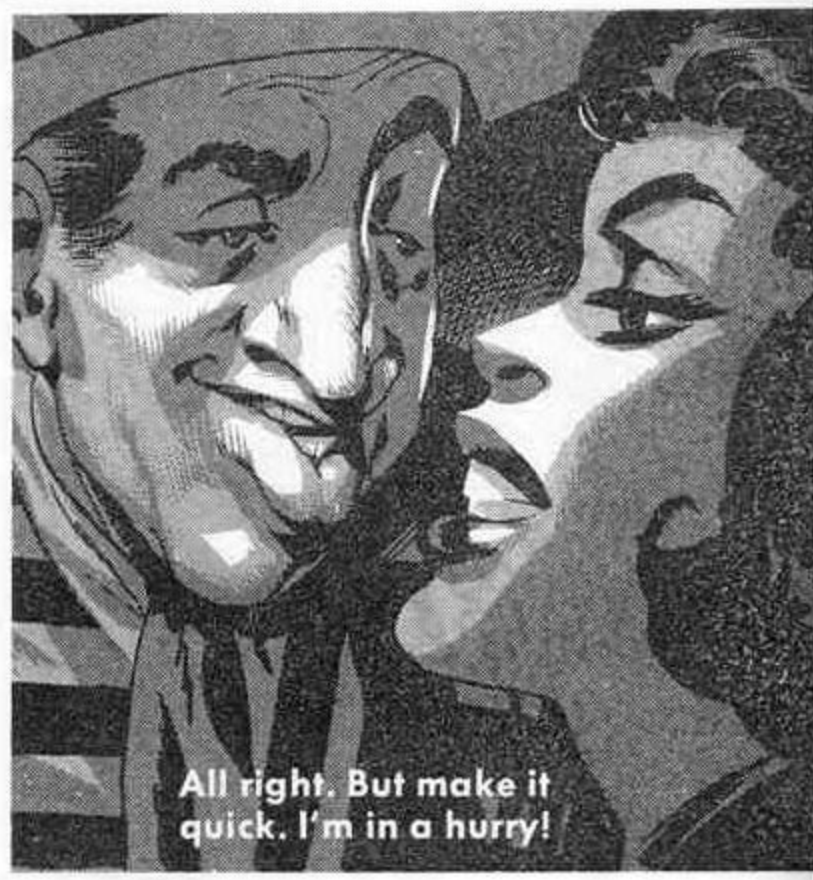
THE G. I. IN ROME SCENE

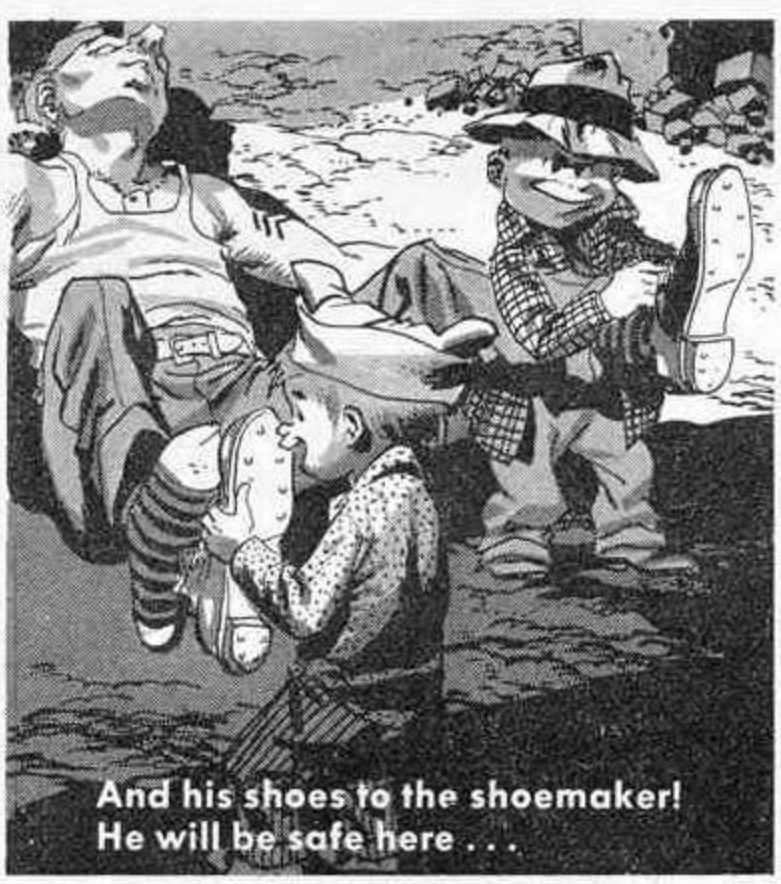


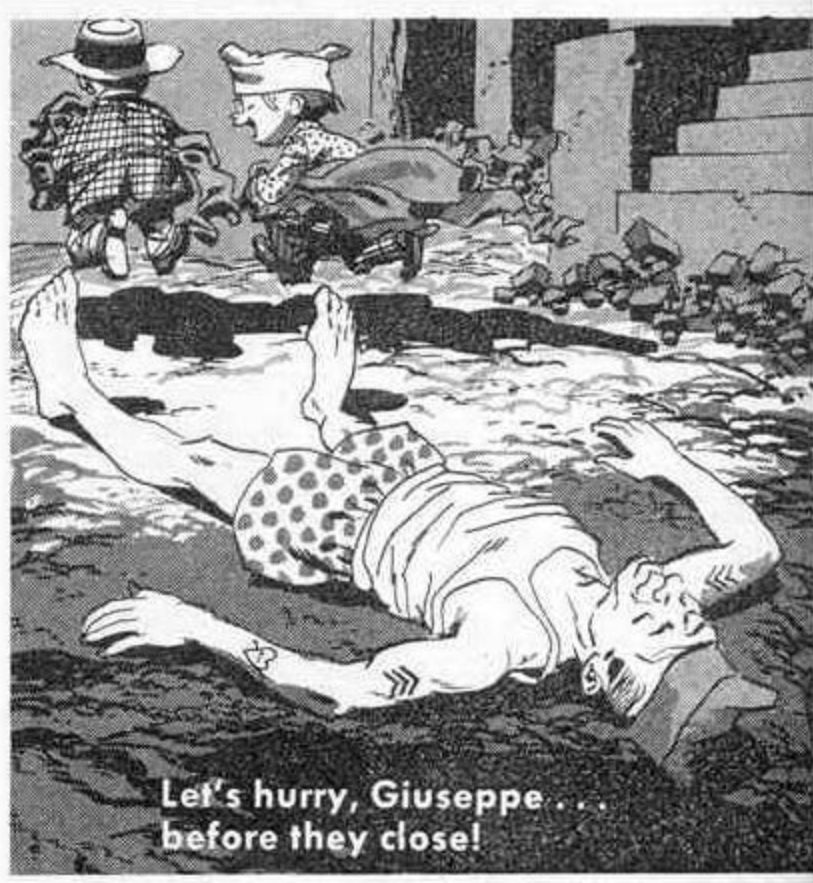
The English titles don't quite match the action in

FOREIGN MOVIES

PICTURES BY WALLACE WOOD

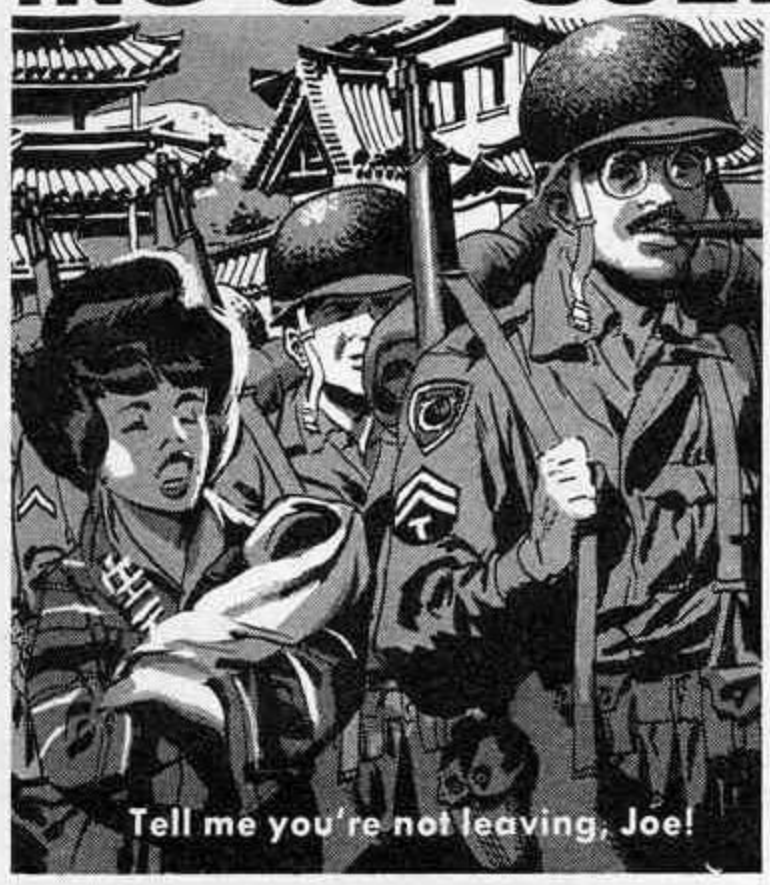


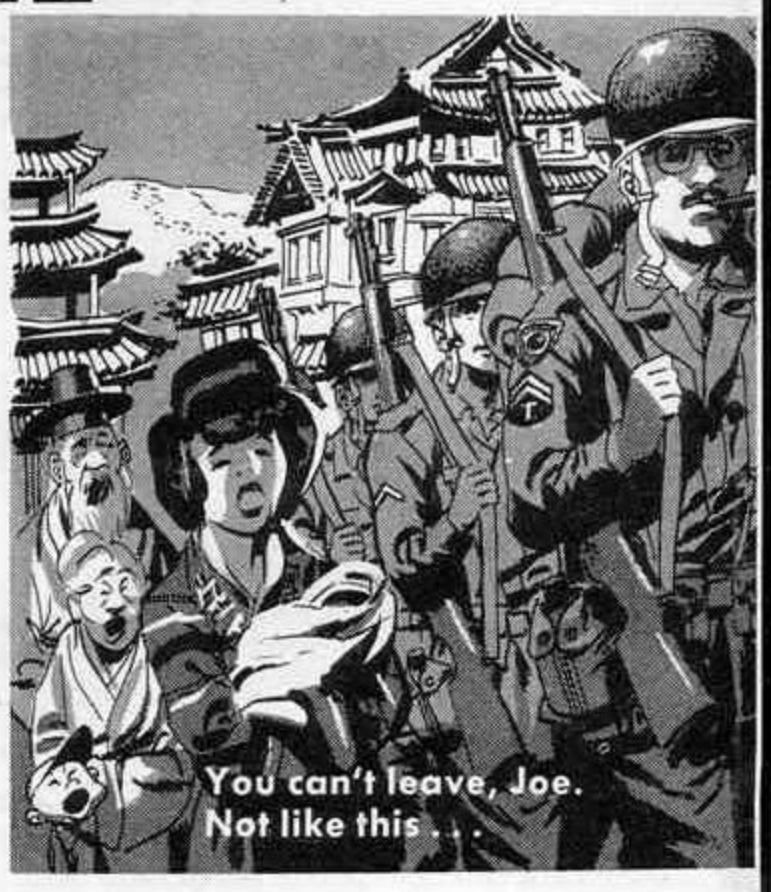




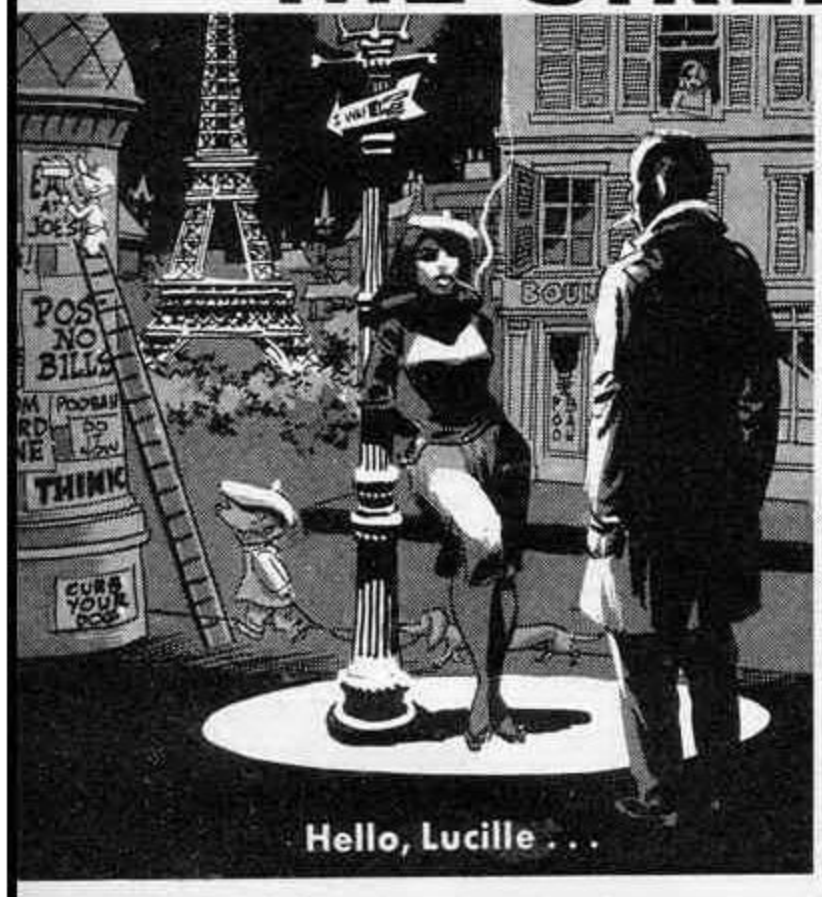
THE JEWEL ROBBERY

THE SHIPPING OUT SCENE

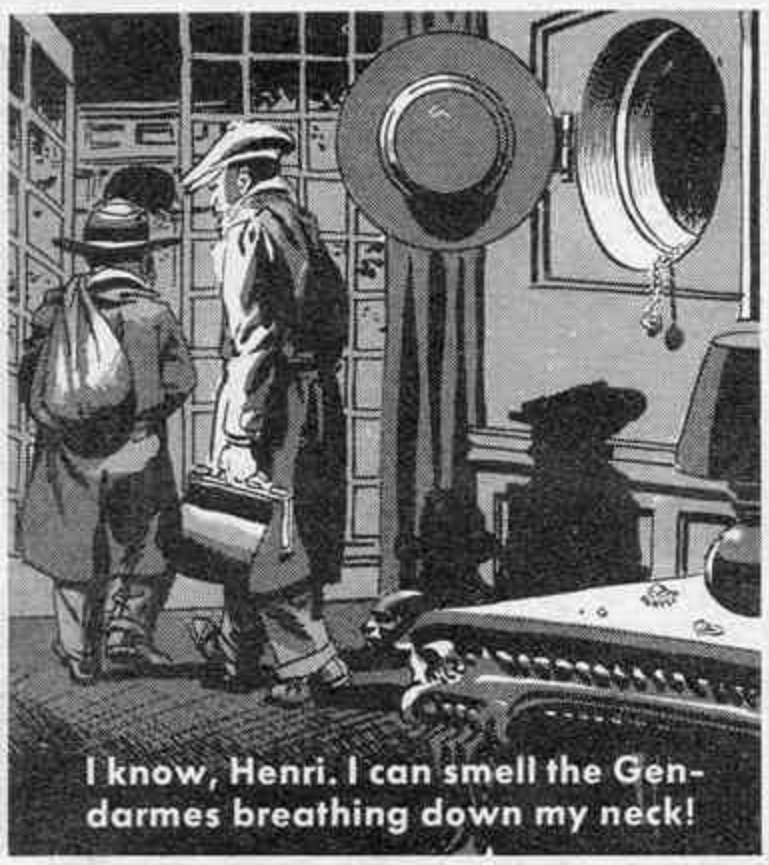


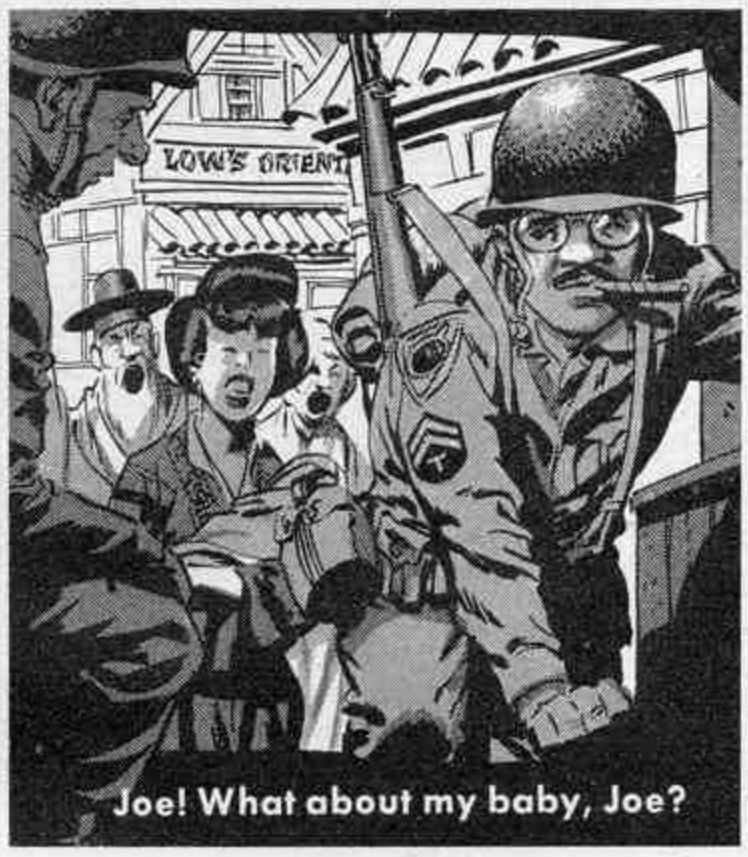


THE STREET SCENE



**We'd like to be Harpo Marx's speech teacher.





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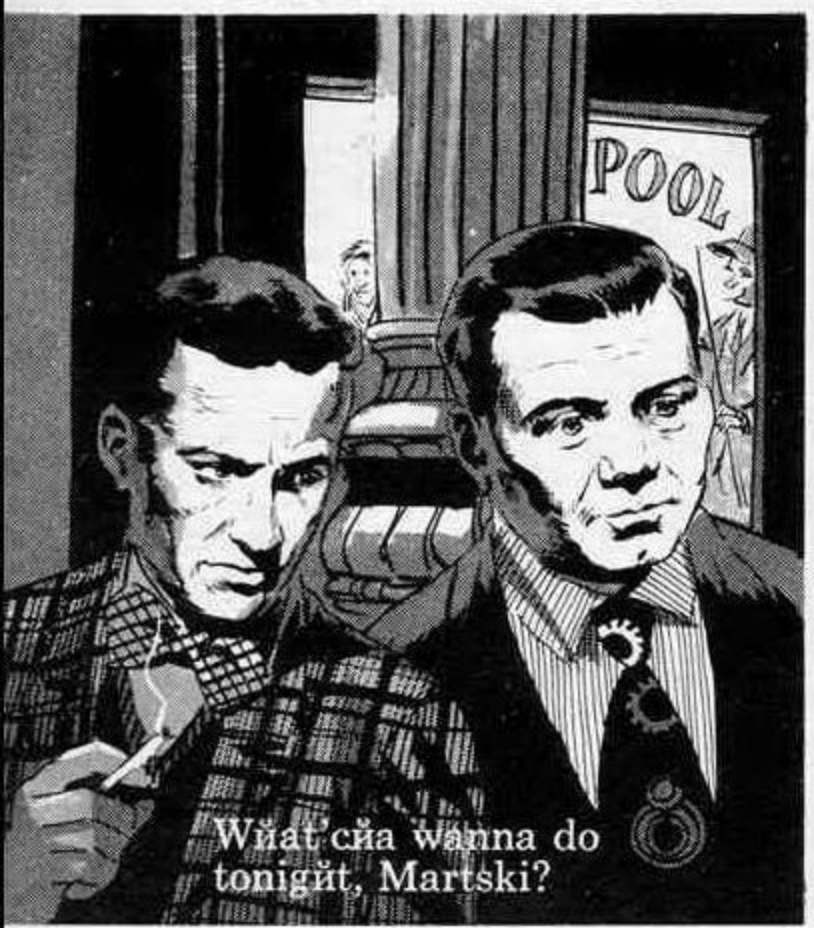
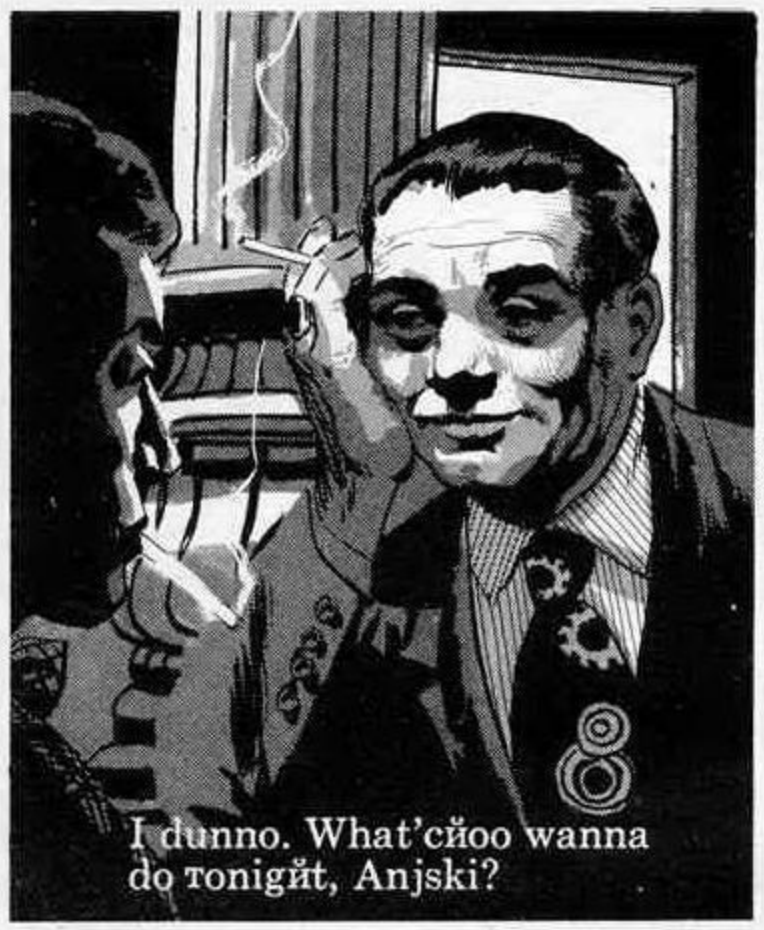
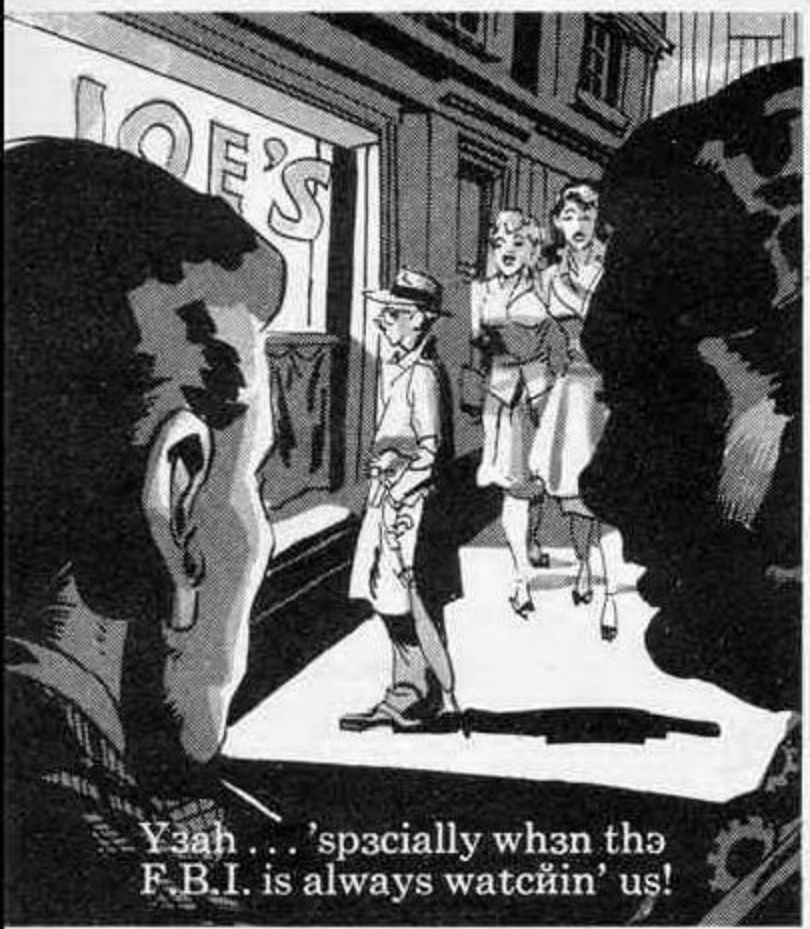
However, every cloud has a silver lining. Melvin Cowznofski, our Moscow correspondent, sends us the following appendix to this article . . . which clearly shows that things could be a lot worse. Because behind the Iron Curtain . . .

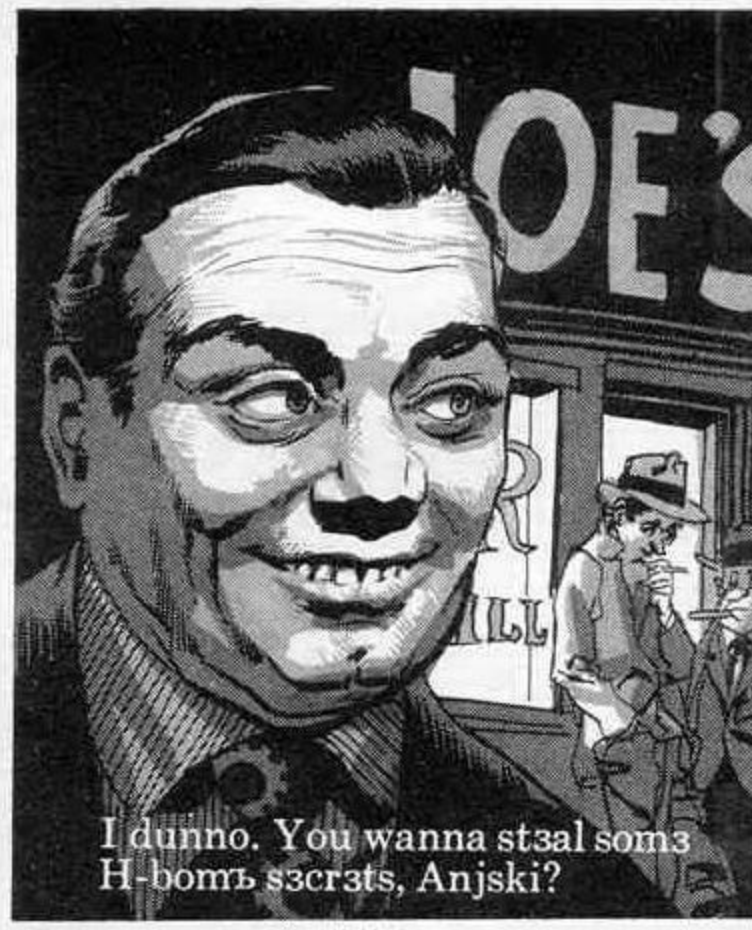
The Russian titles don't quite match the action in AMERICAN MOVIES

MARTSKI







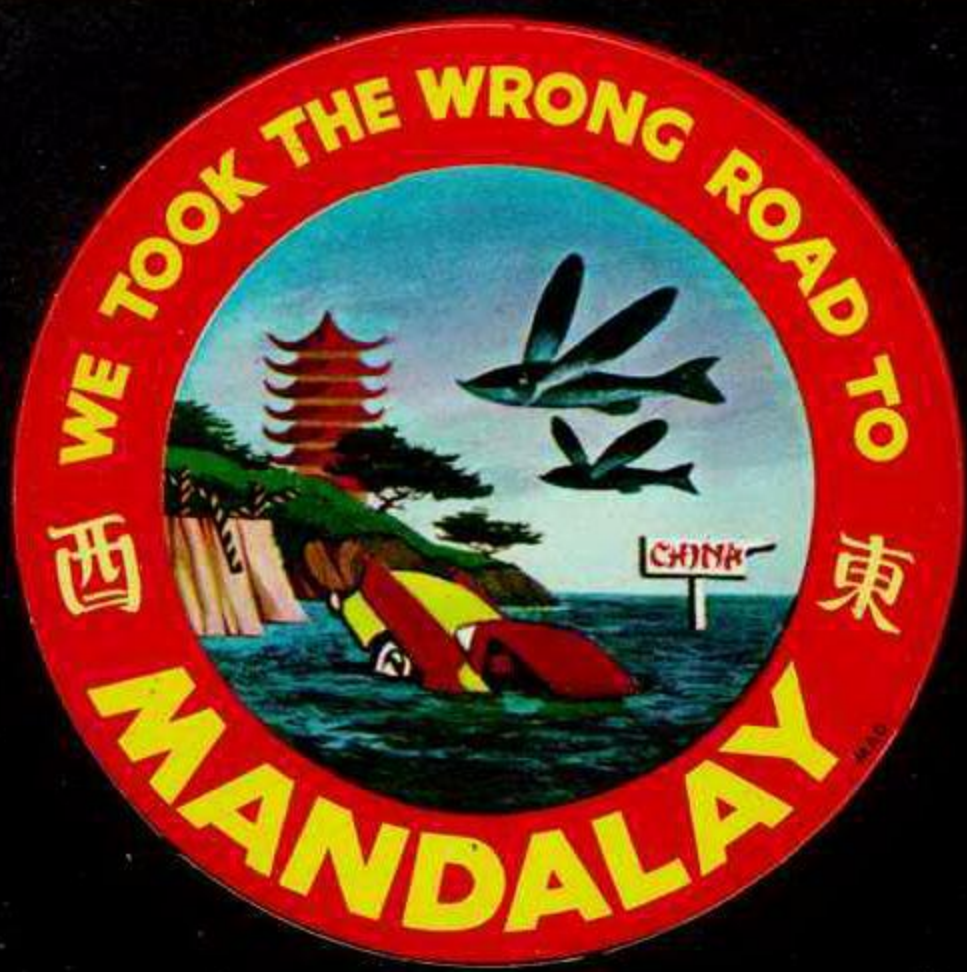


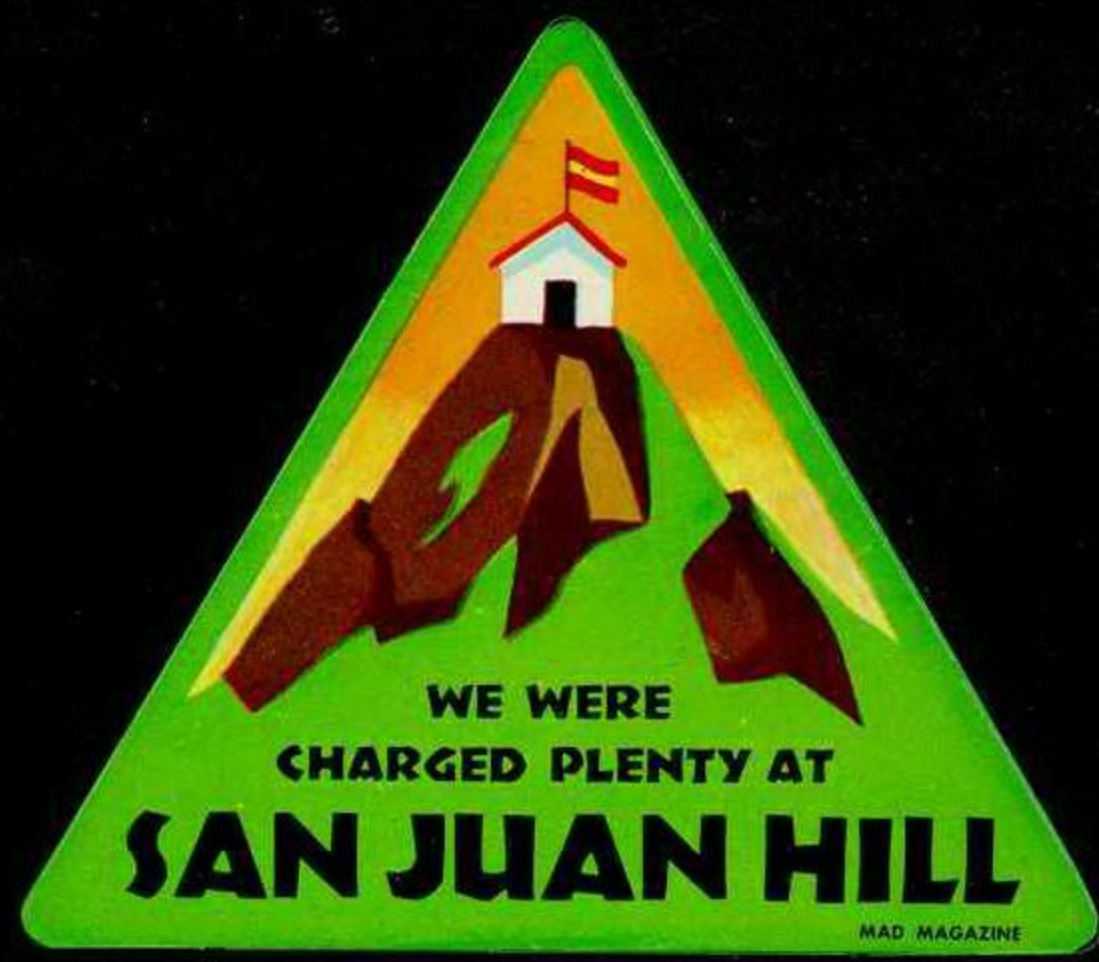
END

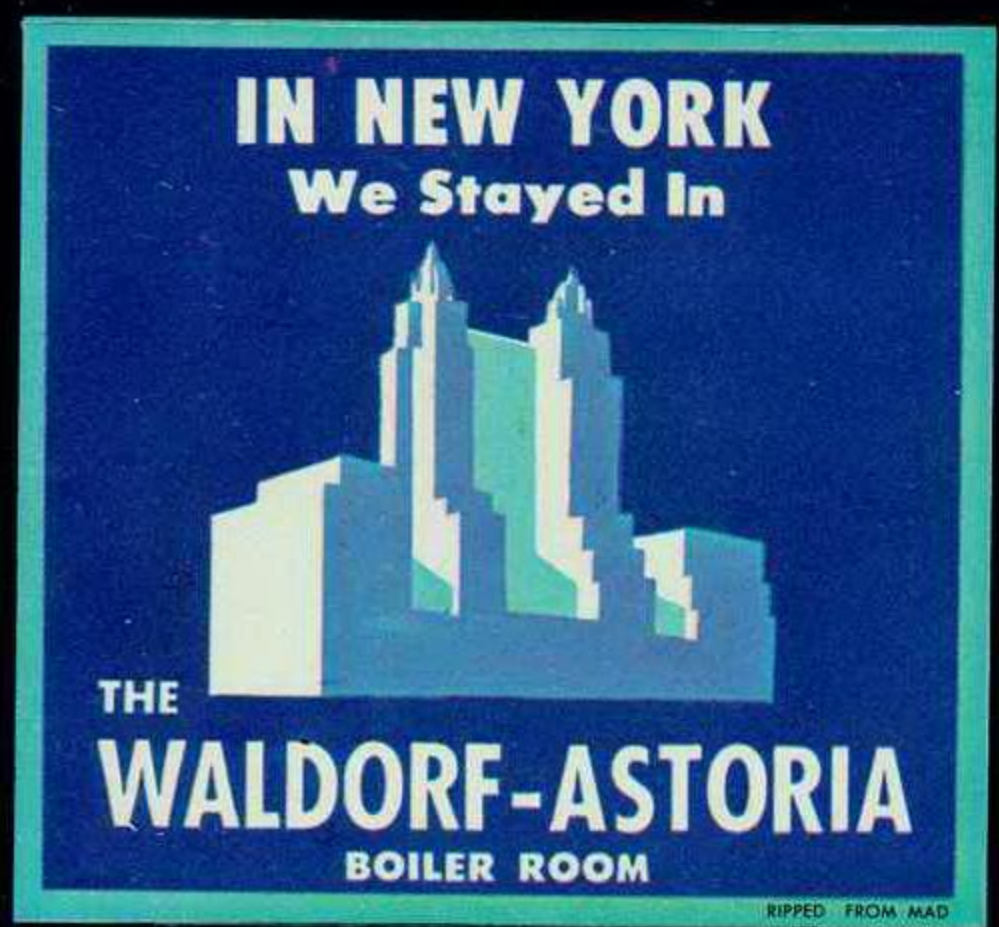
**We'd like to be an Oscar polisher for Vera Hruba Ralston.

IMPRESS YOUR FRIENDS! DECORATE YOUR LUGGAGE AND CAR WINDOWS WITH

MAD TRAVEL STICKERS







BOB CLARKE

HOLLYWOOD DEPT.

SCENES WE'D LIKE TO SEE

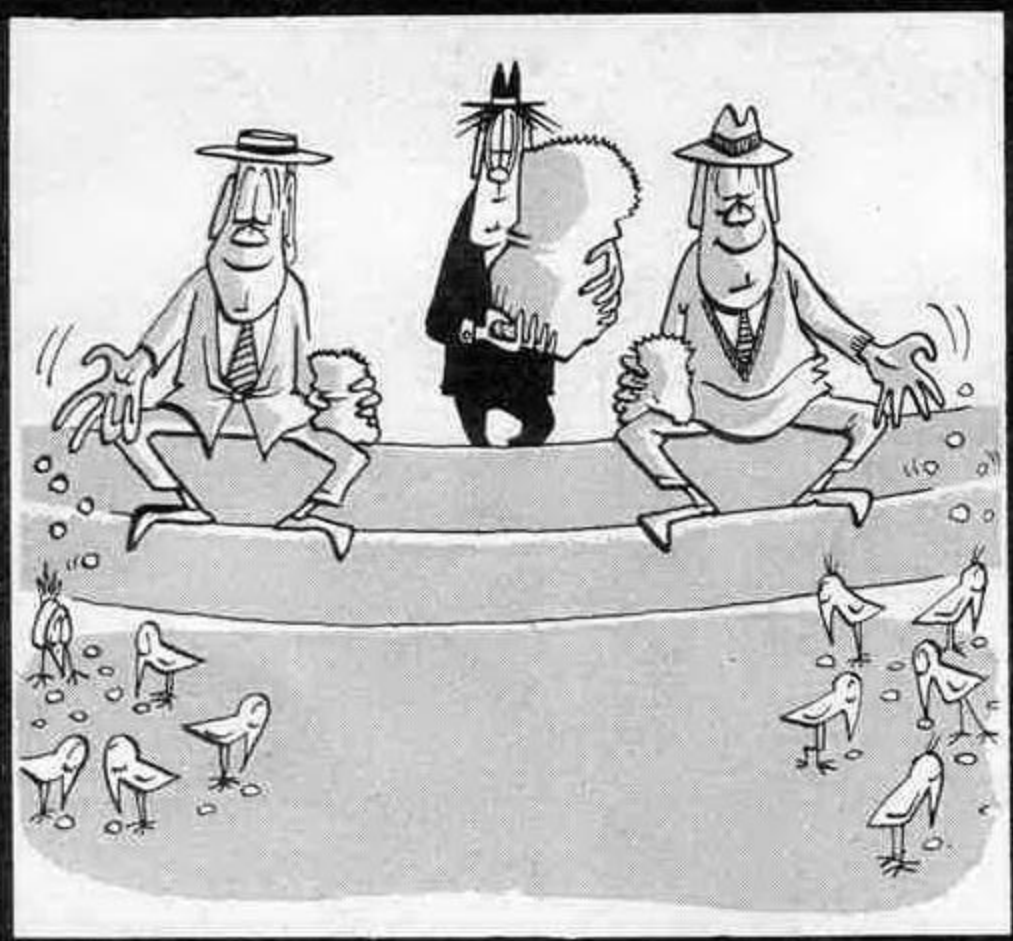
The Overhanging Bough

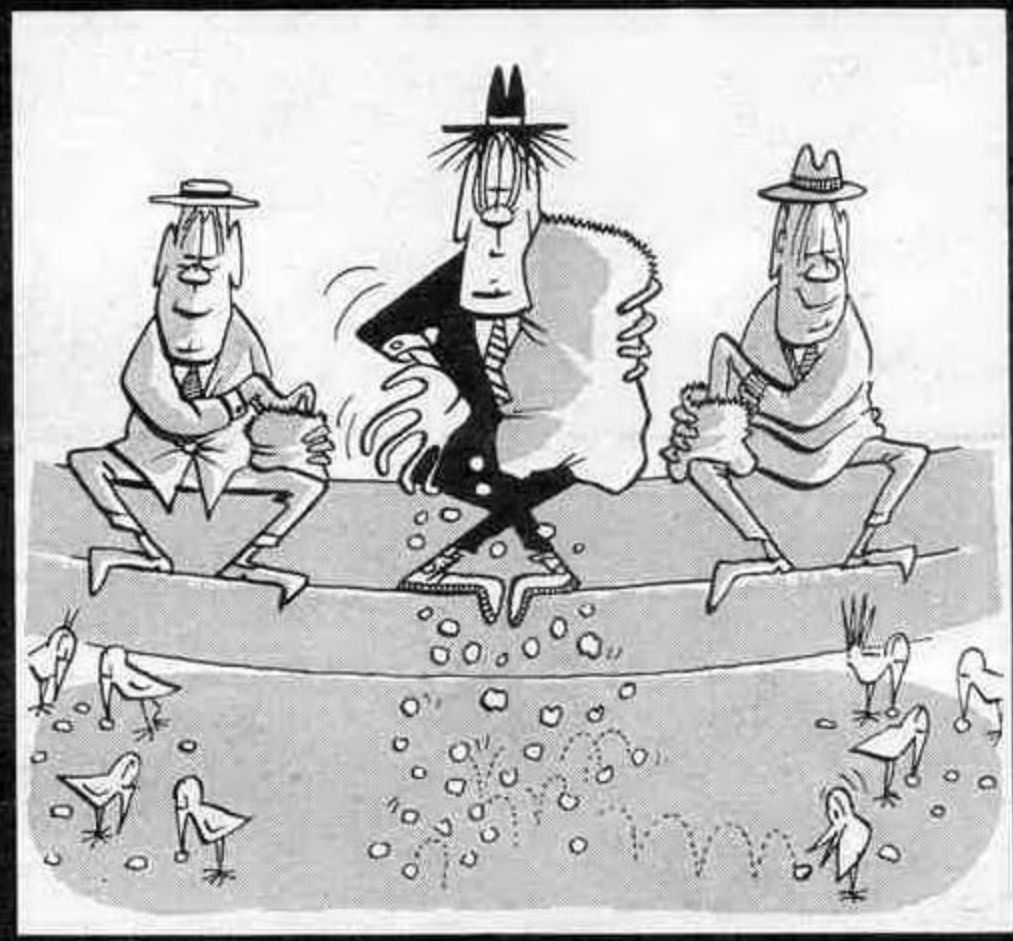
**We'd like to be Santa Claus' bodyguard.

WILD LIFE DEPT.

This next article by MAD's maddest artist, Don Martin, was drawn to illustrate a problem he's been having lately... a problem which he calls...

THE UNFORTUNATE PART OF FEEDING PIGEONS HOMEMADE POPCORN





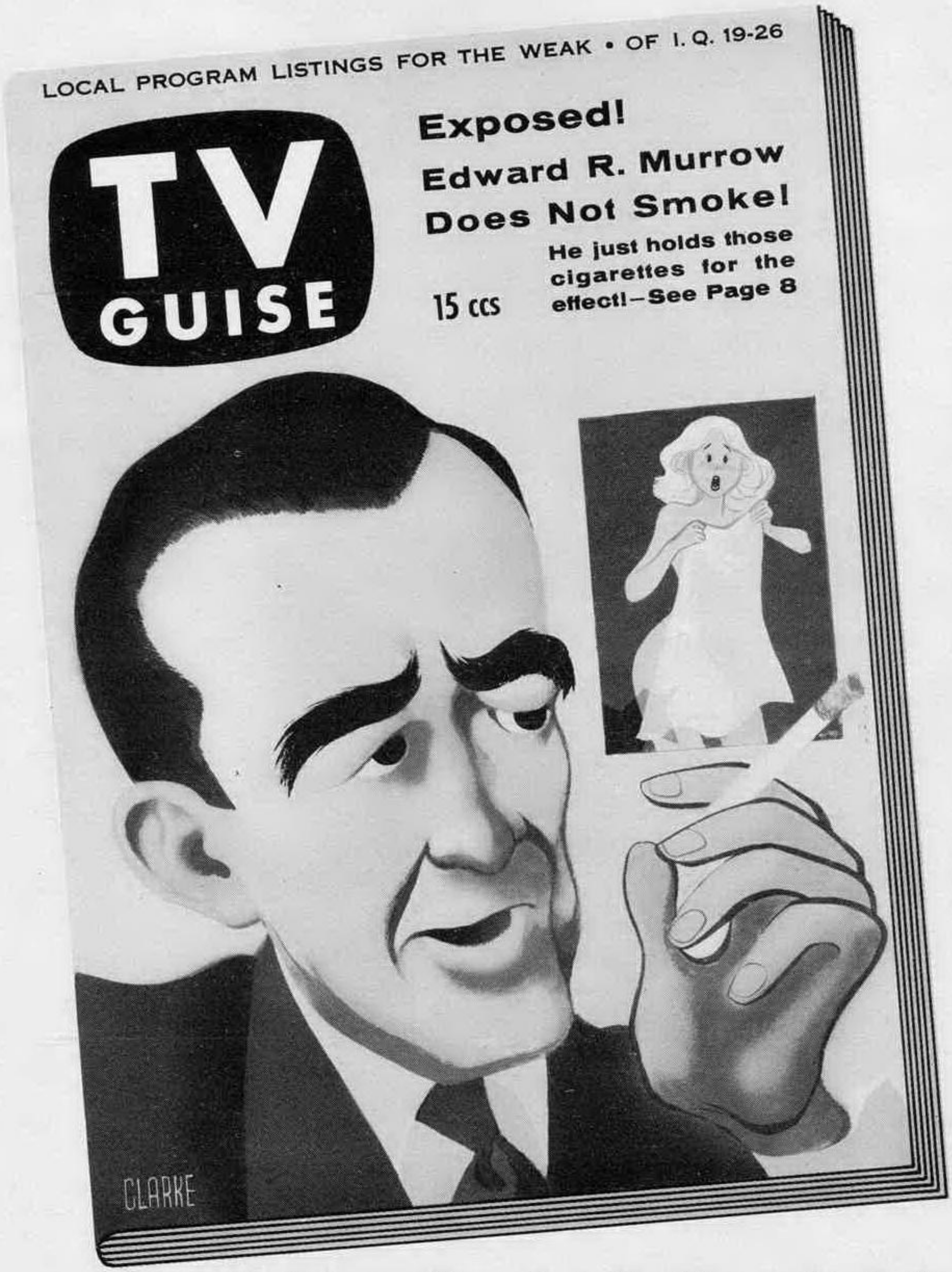
ART AND CONTINUITY BY DON MARTIN

CONTINUED ON NEXT PAGE

**We'd like to be Norman Vincent Peale's psychiatrist.

GO AX THE OL' CABLE DEPT.

When TV first appeared on the American scene, the big brass of the publishing industry sadly predicted the downfall of magazines. Now that a certain pocket-sized magazine has appeared on the American scene, the big brass of the TV industry are sadly predicting the downfall of television. Because who is gonna watch television after reading . . .



For the best possible reaction to this article, our advice is: skip to the next article. However, if you insist upon reading this one, before you turn the page, you'll have to turn the magazine sideways *like this . . .*

**Never judge a book by its movie.

TV Teletripe*

NEW YORK **Melvin Magnesia reports:**

There is talk of building a weekly situation comedy around MARSHAL TITO, tentatively titled I Go Yugo...Next month on Sports Cavalcade, two Norwegian track stars will attempt to set a new world's record by running around MARY MARGARET McBRIDE in 12.8 seconds...The latest ratings show that Africa's top TV program is I Remember Mau-Mau.

* * *

BETTY FURNESS opened that refrigerator door the other night, and SIDNEY SKOLSKY fell out...Juan Peron Sings is being peddled around the networks as a Summer replacement for Juvenile Jury...It is definitely not true that New York's Third Avenue El was torn down so they could make more Oscars for WALT DISNEY.

* * *

DOROTHY LAMOUR is asking $10,000 for each guest appearance. She hasn't had one offer...Biggest TV super-giveaway show yet is looking for a sponsor. Tentative title: Win The World. First question gets you Brooklyn...An instant coffee company had to pay $120,000 for last week's 3 minute commercial. Those millions of tiny flavor buds suddenly exploded, killing the announcer.

HOLLYWOOD **Sally Patica reports:**

Rumor has it that ELVIS PRESLEY's sideburns were once YUL BRYNNER's hair...LEO DUROCHER, contrary to first reports, will not play in the Hallmark Theater production of Othello...The new Trendex shows Medic left TV with a healthy 98.6...CBS reportedly ready to pay $175,000 for rights to televise MELVIN COWZNOFSKY's Bar Mitzvah.

* * *

There is no truth to the rumor that MICHAEL TODD will restage The French and Indian War for a TV spectacular...Next month ESTHER WILLIAMS appears on TV without a bathing suit for the first time. Don't fail to tune in for this exciting event!

* * *

ALFRED E. NEUMAN goes for the $64,000 question next week, when the sponsors send him over to the bank vault to bring it back to the studio. Good luck, Al!...NBC is looking for new faces. If you know of anybody who got a new face recently, write NBC.

* * *

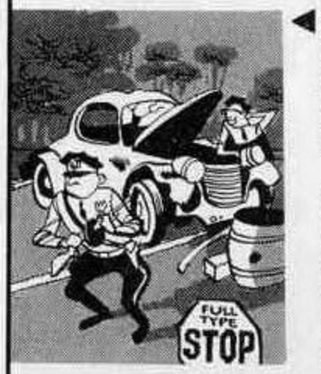
CHRISTINE JORGENSON slated to play John's Other Wife when the soap opera makes its Daytime TV bow this Summer...Racket Squad pays a visit to The Pinky Lee Show this Saturday. Social call?...LUCKY LUCIANO is being groomed to emcee the EMMY TELEVISION AWARDS SHOW from the Coast next year...ABC planning a Western series as a vehicle for RONALD COLEMAN.

**Are you sure New Yorker started this way?*

TV GUISE SHOW-OFF — Shows That Are Weak

These shows may not be seen in some areas, you lucky devils.

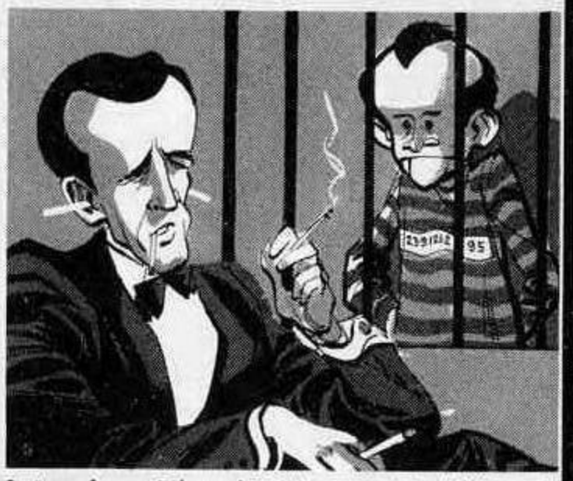
Opinion. 'Should sleeves on jackets have a crease?' Alfred E. Neuman, tailor, answers on 'Meet The Presser'. Sunday aft., NBC.



◀ **Heap.** See Melvin Cowznofski's 1937 Ford as a roadblock on 'Highway Petrol'. Tuesday night, ABC.

Spectacle. See the French Revolution with the original cast, restaged on 'The Ed Sullenpan Show'. Sun., CBS. ▼

Quiz. Irving Furd goes for Grand Coulee Dam on 'Win The World'. Mon., CBS.



Interview. Edward R. Morrow visits Willie Sutton on 'Person to Prison'. Fri. CBS.

TV Movie GUISE

Use this department to plan your entire week's movie viewing. Then forget about it. Pictures scheduled are rarely shown.

SATURDAY

11:00 A.M. (2) "BOSTON BLACKIE MOVES TO CHICAGO" (Mystery) Chesty Morris
3:00 P.M. (4) "I CALLED BILLY THE KID CHICKEN" (Western) The Late George Apley
5:30 P.M. (7) "BOWERY BOYS MEET CAMPFIRE GIRLS" (Free-for-all) Leo Gaudy
9:00 P.M. (11) "SEVEN BRIDES FOR SIX BROTHERS" (Dilemma) Koward Heel
11:00 P.M. (9) "TWENTY THOUSAND LEAKS UNDER THE SINK" (Adventure) Kirk Ductless

SUNDAY

1:00 P.M. (7) "THE SAINT STRIKES BACK AT THE FALCON" (Mystery) Tom Conman
2:30 P.M. (4) "THE PICTURE OF DORA IN GREY" (Drama) Hurd Hatfelt
4:00 P.M. (5) "MA & PA KETTLE GET DIVORCED" (Finally) Percy Kiljoy
5:30 P.M. (2) "THE DEVIL WITH DANIEL WEBSTER" (Drama) Mrs. Webster
10:00 P.M. (13) "THAT UNCERTAIN FEELING" (Comedy) Christine Jorgenson
11:15 P.M. (7) "SALAMI, WHERE SHE DINED" (Musical) Yvonne De Carload

MONDAY

2:00 P.M. (4) "SHERLOCK HOLMES KILLS DR. WATSON" (Finally) Nasal Rathbone
3:00 P.M. (7) "DRACULA MEETS AN ANEMIC" (Tragedy) Bela Lagoospimples
6:30 P.M. (2) "TARZAN GETS HIGH ON COCANUT JUICE" (High Adventure) Lush Barker
8:00 P.M. (9) "YOU ONLY LIVE TWICE" (Drama) Bridey Murphy
10:00 P.M. (11) "ANGELS WITH DIRTY PICTURES" (Drama) James Gagney
11:30 P.M. (2) "CHARLIE CHAN IN BIRDLAND" (BeeBop) Warner Goman

TUESDAY

2:30 P.M. (2) "DAFFY FROM SAN QUENTIN" (Drama) Louis Haywire
4:00 P.M. (7) "FRANKENSTEIN EATS UP THE WOLF MAN" (Mystery) Boris Killoff
7:00 P.M. (9) "THE CREATURE FROM THE BLUE LATRINE" (Science Fiction) John Head
9:30 P.M. (4) "CONFESSIONS OF A NAUSEOUS SPY" (Drama) Regis Tummy
11:30 P.M. (5) "THE MURDER OF MONTE CRISTO" (Whodunit?) Robert Dunit
12:15 A.M. (11) "LAST OF THE MOHICANS" (Survivor) Irving Mohican

WEDNESDAY

3:15 P.M. (1) "CHICKEN, SON OF FLICKA" (Horseplay) Pony Curtis
4:30 P.M. (4) "THE DON AMECHE STORY" (Biography) Alexander Graham Bell
6:00 P.M. (2) "ANDY HARDY GOES BESERK" (Comedy) Mickey Looney
9:00 P.M. (5) "I DANCED WITH GERONIMO" (Western-Musical) Katherine Murray
10:30 P.M. (11) "LADY CHATTERLEY'S LIVER" (Medical-Drama) Olivia De Halavah
11:15 P.M. (9) "THE WHISTLER RUNS OUT OF AIR" (Musical) Richard Lix

THURSDAY

4:15 P.M. (4) "RETURN OF THE SCARLET PIMPLES" (Rash Drama) Burl Hives
5:30 P.M. (2) "IT CAME FROM OUTER THE SINK" (Science Fiction) Hal Roach
7:45 P.M. (7) "THE GAS HOUSE KIDS TAKE GAS" (Finally) Bully Halop
9:00 P.M. (11) "APACHES ATTACK THE STAGE DELICATESSEN" (Western) Franshot Tongue
10:30 P.M. (5) "SWISS CHEESE, SON OF COCHISE" (Western-on-rye) Chef Chandler
11:15 P.M. (11) "HISTAMINE IS MADE AT NIGHT" (Medical-Musical) Frank Lovejoyjuice

FRIDAY

12:30 P.M. (9) "JUNGLE JIM GETS POISON IVY" (Rash Adventure) Buster Crabs
3:00 P.M. (4) "THE BRITCHES OF TOKYO ROSE" (Drama) William Holdit
5:30 P.M. (2) "THE WEIGHT OF ALL FLESH" (Heavy Drama) King Farouk
8:15 P.M. (11) "MAGNIFICENT OBSTRUCTION" (Medical-Drama) Katherine Heartburn
9:30 P.M. (4) "THE INVISIBLE MAN AT THE YWCA" (Utopia) Walter Mitty
10:30 P.M. (9) "MEET JOHN DOLT" (Drama?) Gabby Cooper
11:15 P.M. (2) TERRY AND THE PERVERTS" (Adventure) All-Star Hollywood Cast

Van Johnson-Johnson and fine supporting cast in a scene from "Doctor Killdear's Broken Arm", on "Sickbed Theater", Ch. 4.

Gale Storms and Frederic Marchwind in one of the many great moments from "The Rains Came", on 'Movie for a Wet Night', Ch. 7.

Ronald Coalbin in the most exciting scene from "The Light That Failed", this week's feature on 'Million Dullest Movies', MBS.

Claude Reins horses around in this scene from "The Invisible Man at the YWCA", unless maybe it's a scene from a Playtex ad?

TV Programs

SATURDAY
MORNING

7:50 MORNING PRAYER
Topic: "Heaven Help Me Through This Day of TV Trash."

8:00 COWBOY THEATER—Western
Hopalong Cavity teams up with Gene Ornery and Roy Rustler to shoot it out with the notorious gunslinger "The Fershlugginer Kid," played by Jack La Ruthless.

CARTOON PARADE — Kids
Melvin Mouse, Darnold Duck, The Three Little Pugs, Mother Gas, and others.

9:00 COOKING — Bumtempers
Mrs. Bumtemper shows us the proper way to prepare Baked Rattlesnake Kidneys. A "must" for the busy housewife on a diet.

9:30 CHILDREN'S THEATER—Ed.
Films include "How to Strip Cars," "How to Make Your Own Zip-Gun," "Fighting Dirty," and "Crime Does Not Pay."

10:00 TEX AND TINX — Ennui
Interviews with ex-wives of bandleader, Artie Pshaw. Usual 15-minute format is expanded today to 3-hour-spectacular.

BEAUTY'S ADVICE — Richard Willies
An expert tells you how to make your pimples more alluring, the proper lipstick shades for baldheaded women, making your eczema work for you, and many other helpful beauty hints.

10:30 ARTHUR GODFIRE — Variety
A reunion of all the former "Little Godfires," with Julius La Rousted, The McGoing Sisters, Marion Marleft, Frank Packup, and Holysmokey.

WILD BILL HICCUPS — Western
Guy Madatsin chases prize beef through green fields (Greenfield's Delicatessen).

11:00 STRUCK IT RICH — Warren Dull
A middle-aged man who lost his wife, family, job, health, and money, desperately needs $28.50 to buy a gun so he can kill himself. Today's "Helping Hand": Alfred E. Neuman, who supplies the ammunition.

MOVIE FOR A SATURDAY MORNING
"Friday Night Hangover" (Scotch-1936) A habitual alcoholic joins AA and becomes a respectable member of society until he poses for a "Man of Distinction Ad." We won't tell you the ending, because we didn't stay to see it. Burp Ives stars. Joan Fountain pours.

11:30 LET'S TAKE A DIP — Kids
Funny Sox takes Punk and Gingin for a dip in the refreshing waters of the Antarctic Ocean, where they say hello to a penguin smoking Salem cigarettes.

AFTERNOON

12:00 BIG TUB — Circus
Jack Sterile presents some thrilling acts from Philadelphia. Others are from Hunger. Top attraction is high-diver who jumps off a 2500 foot tower into a bowl of codliver oil. Clowns, laughs, and plenty of commercials.

12:30 ASK THE CAMERAS — Educ.
Filmed answers to such questions as: (1) "What is the proper way to puncture an eardrum?" (2) "Are Zulu Headhunters neurotic?" and (3) "How come this show got a sponsor?"

MR. WIZZARD — Science
Mr. Wizzard (Herbert Donert) and his young friend Susan (Mary Fitzpamela) examine hot air today. You'll hear plenty, too.

1:00 LONE STRANGER — Western
The Lone Stranger and his faithful Indian friend, Tonta, fight for law, order, and a high Trendex in another episode from those thrilling days of yesteryear, when the West was young, and these stories were new.

2:00 BASEBALL ROUNDUP — Jack Lescooties
A roundup of all the baseballs in the city. The person bringing in the most baseballs by midnight wins two tickets to see a private showing of the film taken when Ted Williams spit on the grass.

2:30 AS THE DIALER TURNS — Serial
John has asked Mary to see David about Helen. Meanwhile, Stephan and Audrey, unaware that Philip has made up with Marge, tell Michael the real reason why Paula left Seymour. Today, we find Phyllis desperately trying to discover if Gloria knows anything about Joe's father, Sam.

3:00 ZOO PARADISE — Animals
From Chicago's Lincoln Park Zoo, Marlin Perkup leads a delightful discussion on "The Care and Feeding of The Fiji Island Anteater," and we see some exotic birds smash themselves against their glass-walled cages.

3:30 YOU ASKED FOR THIS? — Art Bookie
(1) A Hottentot Bushman doing the Cha-Cha-Cha at Roseland, (2) A man with no teeth eating Halavah, and (3) A water-skier forgetting to let go when he hits the beach.

NKVD's Top Ten in Russia*

Program	Rating
1. I Love Lenin	100.1
2. The 64.000 Ruble Question	99.6
3. My Little Marxist	87.6
4. Do You Trust Your Comrade?	76.7
5. Proletarians Are Funny	66.6
6. I've Got The Secrets	56.5
7. Poison to Person	44.4
8. What's My Party Line?	36.8
9. The Perry Commy Show	27.7
10. This Is A Life?	10.1

*Based on Prison Records

NKVD bases its ratings on notations from diaries placed in a select number of Siberian Slave Labor Camps.

4:00 PEOPLE ARE PHONY — Art Sinkwater
(1) A honeymoon couple returns from New Zealand where they were sent to bring back a live giraffe, (2) A housewife hides the contents of her purse in a barrel of chicken fat, and (3) UNIVAC selects the typical American gangster from a list of U.S. Senators.

4:30 EARLY LATE MATINEE — Film
"I Buried Jessie James" — (420 B.C.) Little known saga about the obscure undertaker, Melvin Cowznofski, who arranged the funeral for the famous outlaw. Francis X. Bushwacker plays Jessie James, Jessie James plays Melvin Cowznofski, and Melvin Cowznofski plays the horses.

5:00 THE VOICES OF FIRESTONE — Concert
Soloists tonight are Sol and Zelda Firestone in a half-hour recital of Haitian Voodoo Chants. Eugene Ormandy conducts.

5:30 FACE THE PRESS — Panel
John Foster Dollars faces a panel of newsmen with answers to the question: "What is the best way to pack an overnight bag?"

POLITICAL DEBATE — Noise
The Honorable H. Julius Schmutz, candidate for a Senatorial Seat, trades innuendoes with I. M. Awindbag, candidate for a Hot Seat. The topic: "Is Baseball Really Ruining our Children?"

EVENING

6:00 YOU ARE HERE — Drama
We take you back to October 24, 1925 —to the raid on that floating crap game outside Bayonne, N. J. Everything is exactly as it was, except . . . Where were you?

CAST

1st Crapshooter	F. Fershlugginer
2nd Crapshooter	E. Fershlugginer
1st Kibitzer	R. Fershlugginer
2nd Kibitzer	S. Fershlugginer
1st Lookout	H. Fershlugginer
2nd Lookout	L. Fershlugginer
Fink	U. Fershlugginer
Melvin	G. Fershlugginer
Melvin's Twin	G. Fershlugginer
Man with Cigar	I. Fershlugginer
1st Cop	N. Fershlugginer
2nd Cop	E. Fershlugginer
Owner of Dice	R. Fershlugginer

SATURDAY

6:00 SEARCH FOR ADVENTURE
Mrs. Velda Adventure's search for her long-lost husband, John Adventure, missing in the jungles outside an Indo-Chinese anchovy plantation since 1902.

6:30 BETWEEN THEM LINES — Diathermy
No picture, just lines on your screen. You try to make out what's between them.

GIANT TELETHON — Marathon
From Saturday night after supper to Thursday morning after breakfast, Dennis Germs emcees the 1st annual telethon for the benefit of the New York Giants Baseball team. Many celebrities promise to appear. None will probably show up.

7:00 LUSHIE — Drama
Story of an intoxicated dog who drinks from the flask traditionally fastened to his neck. Tommy Retchig, Jan Claypot, George Cincinatti, and a mutt.

NOAH'S HOG — Animals
A tender love story of a mature hippopotamus for an adolescent zebra, and the Vet who brings them together.

7:30 BEAT THE CLUCK — Bud Holler
Tonight's Jackpot is worth 39¢. Stunts include (1) Hanging your wife from her thumbs while whistling "Hounddog" with your mouth full of Graham Crackers, (2) Pushing a Cashew Nut through the Holland Hunnel with your nose, blindfolded, and (3) Ducking for apples in a tub of gin.

CONFIDENTIAL FILLER — Fall Coats
"The Senile Delinquent," an expose of the old-age crime wave in our city. Blindfolded guest is an 85 year old leader of a Serutan Hijacking gang. Children only.

8:00 HAMATURE HOUR — Music?
Tonight, Ted Muck salutes Creepy Creek, Utah. Talent includes a singing gravedigger, a dancing cesspool cleaner, a yodeling pickpocket, and a used car salesman who plays trumpet through his nose.

THE PERRY COMA SHOW — Variety
The nation's most relaxed singer entertains guest stars Pearl Belly and Billy

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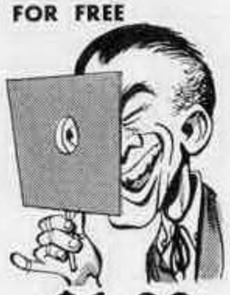
BORED WITH TV?

IS THE THRILL OF VIEWING GONE?

IT'S ONLY NATURAL!

ANYTHING YOU GET FOR FREE LOSES ITS CHARM!



TIME YOU TRIED OSSZEFOGVA'S TV BOMB SIGHT-CARDS

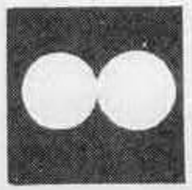
$1.98 EACH

Peer at those TV bombs through the new, sensational Osszefogva Sight-Cards! Revive excitement of watching something for nothing!

Bored with TV baseball? Remember the sneaky fun watching a game through that hole in the fence? Bring back the good old times with this . . .

Osszefogva
"KNOT-HOLE" SIGHT-CARD

Tired of the same old mushy TV love scenes? It'll be like you're spying on that couple across the way when you watch 'em through this . . .



Osszefogva
"BINOCULAR" SIGHT-CARD

Sick of all those TV commercials? You will love them again once you start drawing a bead and blasting away at Polly Bergen with this . . .

Osszefogva
"TELESCOPIC" SIGHT-CARD

Going crazy from those intimate TV interview shows that don't seem so very intimate any more? Revive that "Noseybody" feeling with . . .

Osszefogva's
"KEY-HOLE" SIGHT-CARD

On Sale At Your TV REPAIR SHOP

Exlaxtein, by falling asleep while crooning "You Go to my Bed."

8:00 ED SULLENPAN — Variety
Tonight's line-up includes the French Revolution, with the original cast; the entire city of Akron, Ohio, doing a step-dance; an explosion of an H-Bomb; and other acts.

8:30 FILM SHORTS — Movies
Men's latest underwear fashions.

9:00 I HAD THREE WIVES — Dilemma
By day, a busboy in the F.B.I. cafeteria; by night, a numbers-runner for a gang of Communist bookies; and in the afternoon, just plain Herbert Goldbrick, husband, father, and draft-dodger.

THE JACKIE GLUTTON SHOW — Variety
Jackie is seen as "The Poor Slob," "Booby, the Repairman," "Wretched Van Glutton," and "Ralph Crumbum." Art Corny and Audrey Meddles.

SEESAWS HOUR — Variety
Another visit with the commuters as portrayed by Sid Seesaw and Janet Blah . . . (or is it Nanette Fatray?) (or is it Imogene Coocoo?)

9:30 INNER SANCTUARY—Terror
Raveman, your host, opens up the squeaky door, and finds it's the Ladies Powder Room at Birdland. Frightening!

10:00 YOUR HATE PARADE — Music?
The nations seven most obnoxious tunes, as sung by Sneaky Lanson and a fine cast.

THE BILLIONAIRE — Loot
Michael Agony hands a billion dollars to Charles Van Doren, proving the old adage that "Money Begets Money."

THE $64,000.01 QUESTION — More Loot
Opera Star, Giovanni Barracuda back to try for the jackpot question in his category . . . "Shoemaking."

11:00 WRESTLING — Live
An unidentified man and woman are caught by TV cameras as they wrestle in Room 419 of the Acne Hotel.

BASKETBALL — Bribery
Knicks vs. Knooks at Nogoodnick Arena.

12:00 EVENING PRAYER
Topic: Thank Heavens today's programs are over!

From Our Reader

Correspondence for this department should be addressed to Regional Editor, TV GUISE, Lighthouse #458, Indian Ocean.

Bob

Clarke

I recently murdered my husband by strangling him with the television antenna. Do you think this would make a good story for a TV program?—*Mrs. Mal A. Justed, Osszefogva, Pa.* [*Please submit all program ideas direct to the networks or stations.*]

Other people get such good reception on their television sets! So how come I get so much snow?—*Kris Kringle, Reindeer Station, North Pole*

I think that "I Led Three Lives" is the finest show on TV.—*John Charles Thomas.*

I always watch TV from a bar on Third Avenue, and I think Eddie Fisher is the greatest singing team in the business.—*Constant Lee Potted*

I'm sick and tired of the same old drivel on TV. What television needs is fresh new blood.—*Count Dracula*

We want more in good drama! We want more in top comedy shows! We want more in TV spectaculars!—*Irving More, Morestown, New Jersey.*

I missed the last fifteen minutes of "Hamlet" on TV recently. Will you please tell me how it turned out?—*Bewildered.* [*Sorry, we were watching "Kukla, Fran & Ollie" at the time. If you find out, let us know.*]

Let's do away with all those "live" TV shows. What I want to see is more "film".—*Sam Molar, D.D.S.*

NANSY **by Ernie Brushfiller**

Recently, while scanning the pages of our favorite newspaper in search of material to swipe, our attention was magnetically drawn to the above comic strip. In fact, every day our attention is magnetically drawn to this comic strip because it always has a simple unique style, because it always has a simple unique gag, and mainly because we've always had a uniquely simple mind. After we read it (and hated ourself for our weakness), we thought about the unique style of this comic strip and how the same strip would look in the unique styles of other comic strips. Here, then, is MAD's version of how those other comic strip's artists would interpret Ernie Brushfiller's . . .

NANSY

PICTURES BY WALLACE WOOD

NANSY DUCK **by Walt Dizzy**

DICK NANSY

by Chesterfield Oldgold

LI'L NANSY

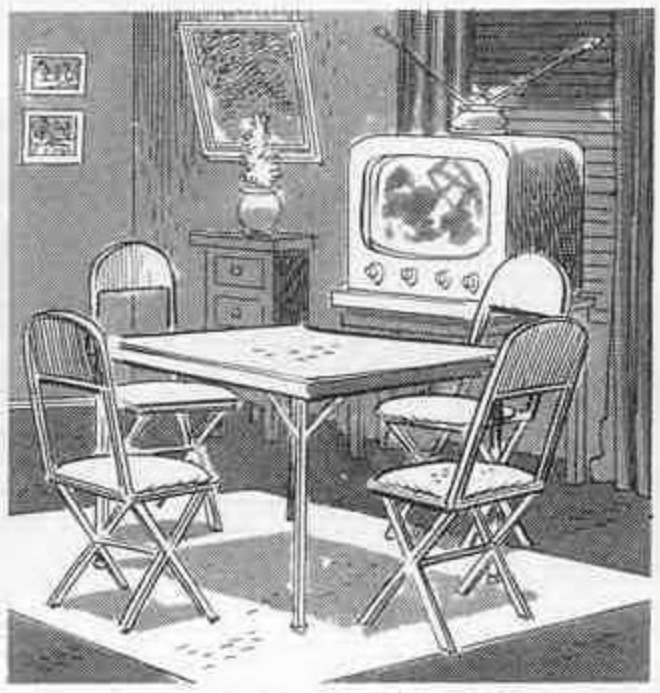
by Cal App

NANSY CANYON

by Milton Knish

Where are those nice loving couples you used to see in the park each evening, walking hand-in-hand or smooching?

What's happened to those nice friendly folks you used to see in their homes every evening, playing bridge or poker? Hah?

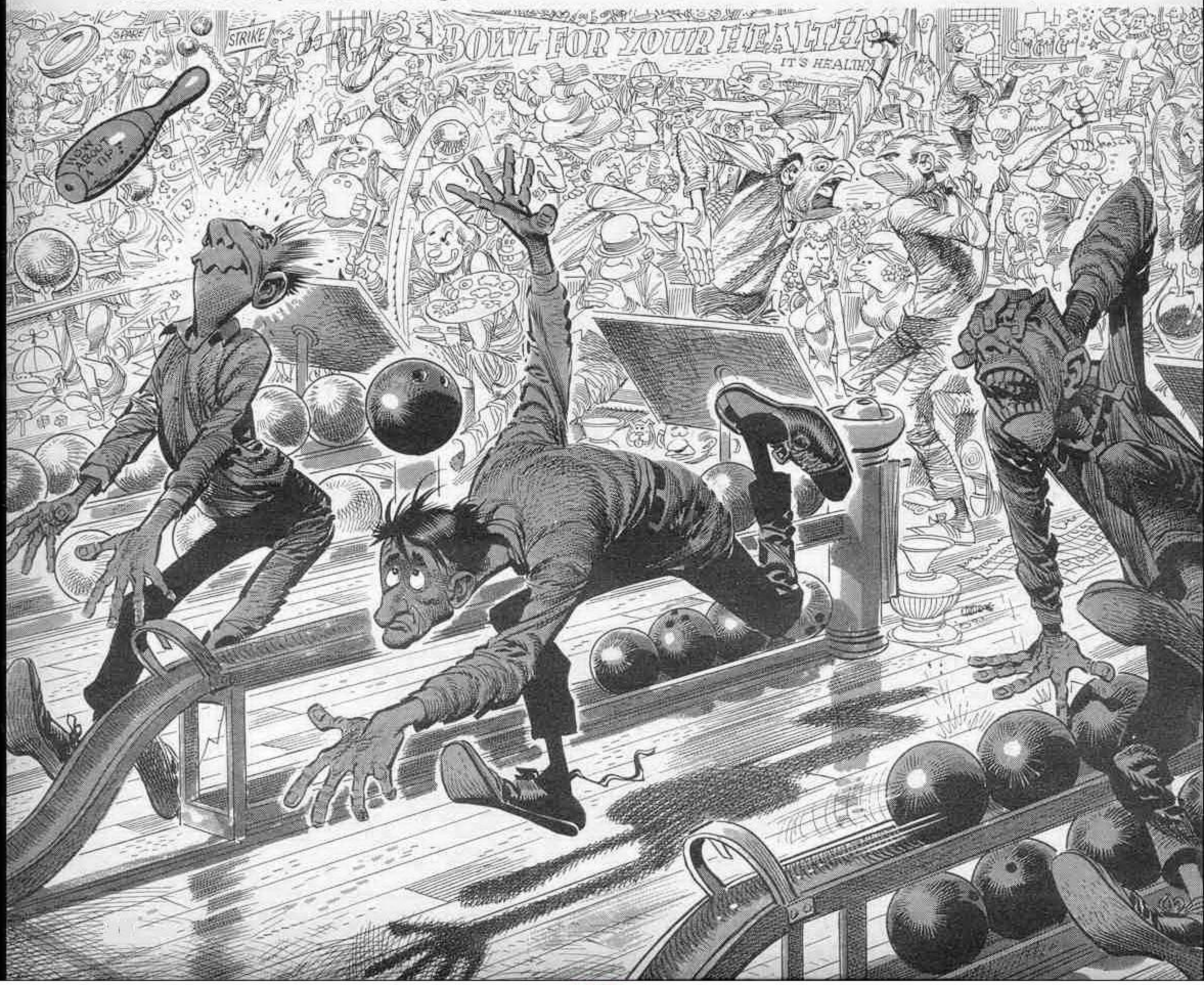


Where are those tough-looking teenagers you used to see on the street corners each evening, getting in trouble? Hah?

Oops! They're still there!

PICTURES BY JACK DAVIS

Well anyway, what about the rest of the people? Where are they these evenings? Here's where they are! Indulging in the sport that enables them to unleash all their pent-up hostilities!



Yes, this is it! If you've got any pent-up hostilities, this is the sport that enables you to unleash them. And if you haven't got any pent-up hostilities, this is the sport that enables you to get some plenty quick. Just pick up one of those sixteen-pound balls (if you can), imagine that those ten pins down there some sixty-odd feet away are your ten worst enemies, and *let 'em have it!* What a thrill! Just listen to the rumble as the ball thunders down the alley! Just listen to the deafening roar as the ball collides with wood! Just listen to the splintering crash as the pins fly in all directions! Just listen to the blood-curdling shriek as the pinboy gets hit in the head! By George, what a thrill! By George, it makes you feel good! By George, so that's why, these evenings, everybody with pent-up hostilities is...

BOWLING

CLOSE-UPS OF BOWLER SHOW RELEASE OF PENT-UP EMOTION

Ball leaves hand . . .

Spins down alley . . .

Hooks in sharply . . .

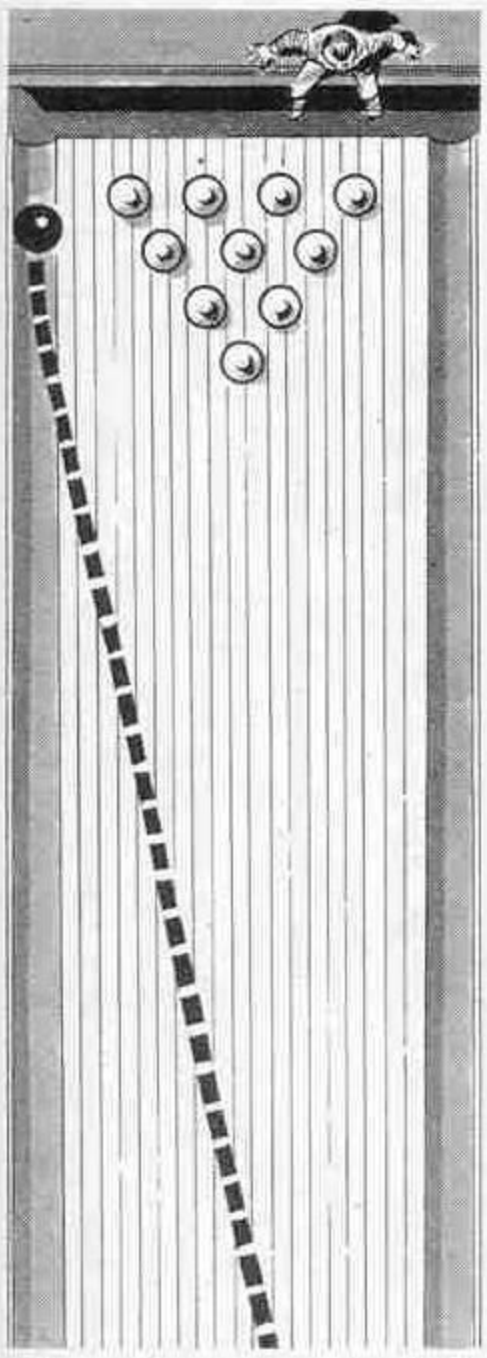
Approaches pins . . .

. . . . . .

A STRIKE!

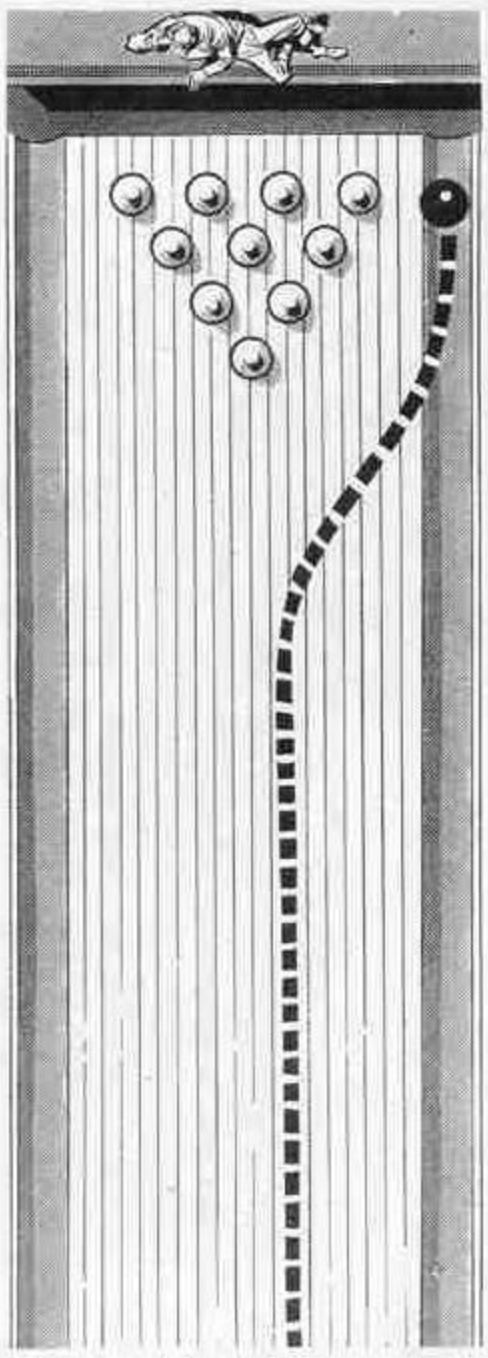
DIAGRAMS BELOW SHOW TYPES OF THROWS USED IN BOWLING

THE STRAIGHT BALL



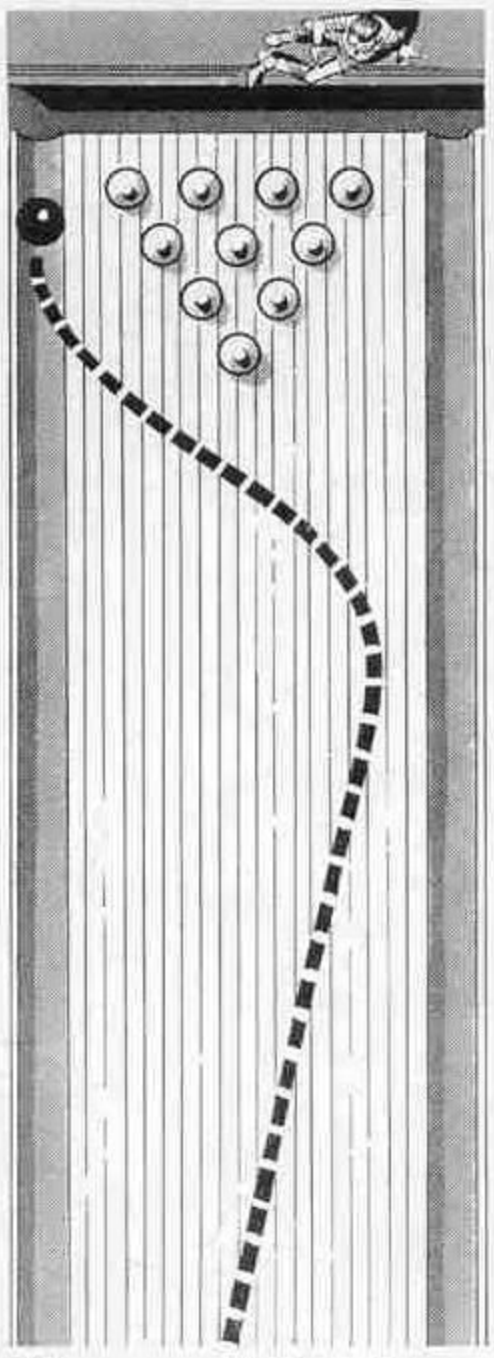
There is never any doubt when you use the straight ball delivery. Just as soon as you release the ball, it heads straight for the gutter!

THE HOOK BALL



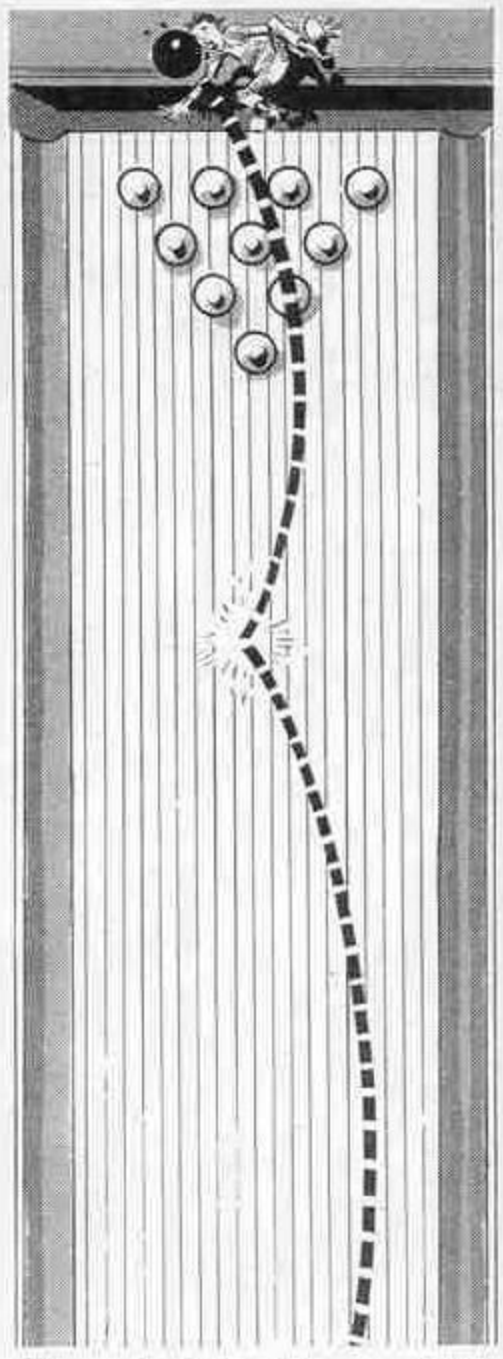
The hook ball delivery fools you at first. Just before it's about to smash into the pins, it takes a quick spin and hooks right into the gutter!

THE CURVE BALL



The curve ball fools you even more! It looks like it's headed for the right gutter, but then it reverses path and lands in the opposite gutter!

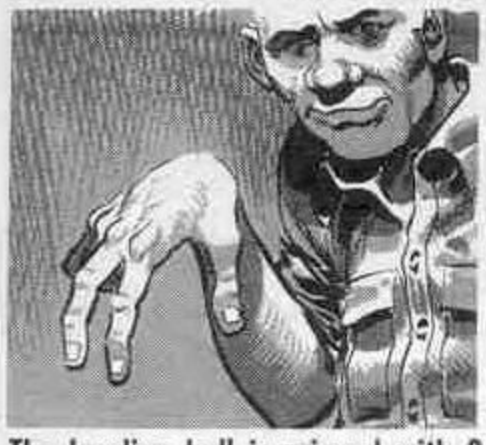
THE LOFT BALL



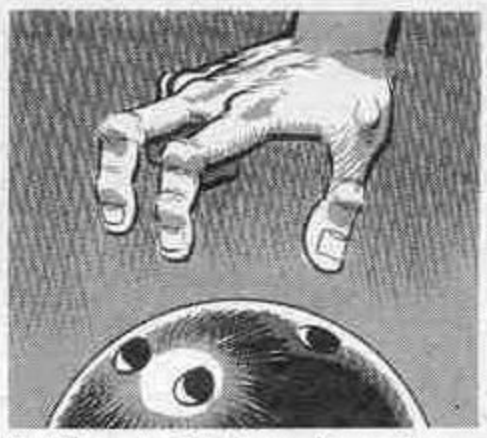
The loft ball delivery fools the *pinboy* by striking mid way down the alley, lofting over the pins, and knocking him square into the gutter!

LEARNING TO BOWL

Lesson 1: Gripping the Ball

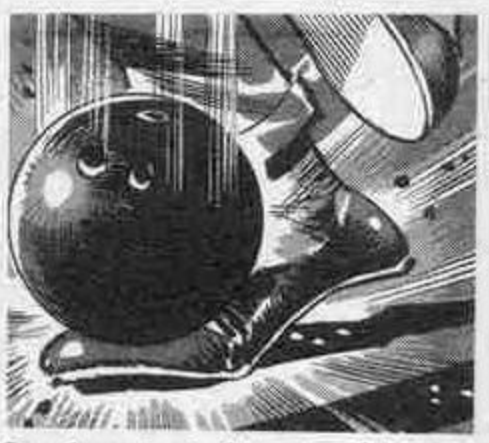


The bowling ball is gripped with 3 fingers, the middle finger, the index finger and the thumb, which fit into the 3 special holes provided.



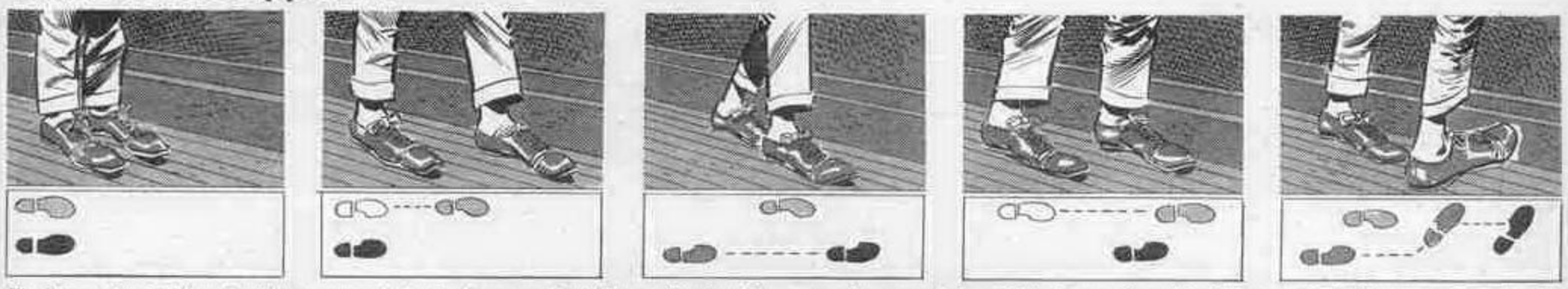
Hold hand with these three fingers pointing downward, fold the others back, approach ball rack, and slip fingers into holes in bowling ball.

Grasp bowling ball firmly and lift. You are now ready for the next important step in learning to bowl: The Approach. Carry ball . . . OOOPS!



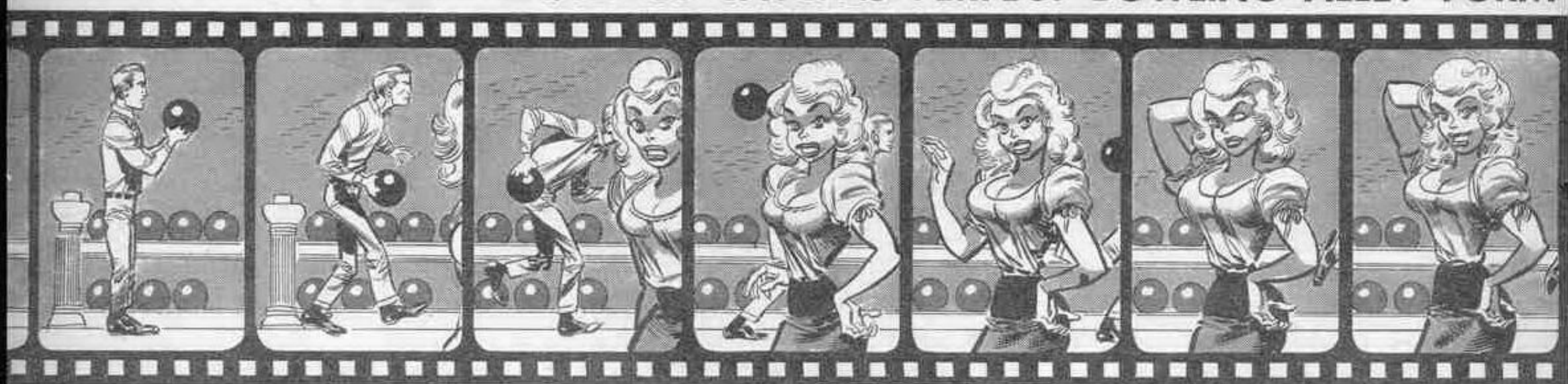
One important thing we forgot to tell you about gripping the ball . . . Be sure your fingers aren't greasy . . . and that holes aren't too big!

Lesson 2: The Approach

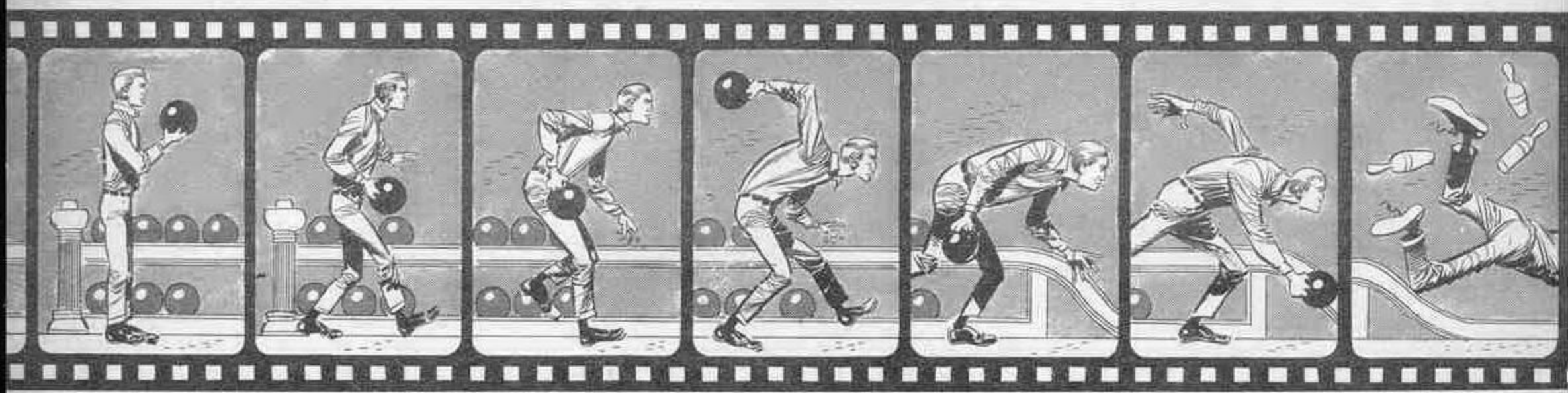


The important thing in the approach is to have perfect form. Start with feet together. Now, take a 14 inch step with your left foot (1), followed quickly by your right foot, stepping about twice that distance (2). Slow up on the next left, which is another 14 inch step (3). Then cross over with your right foot, and slide on it. You'll find this to be rather awkward for bowling but on a dance floor, with the right music, it's a terrific Mambo!

MAGIC-EYE CAMERA SEQUENCE CATCHES PERFECT BOWLING ALLEY FORM



In bowling, form is everything. Perfect bowling-alley form is captured by the magic-eye camera in this special series of . . . of . . . OVA-VA-VOOM! Aw, c'mon fellows! Hey Fellows! Pay attention! That's not the perfect bowling alley form we're talking about. Let's try it again, Hey fellows?



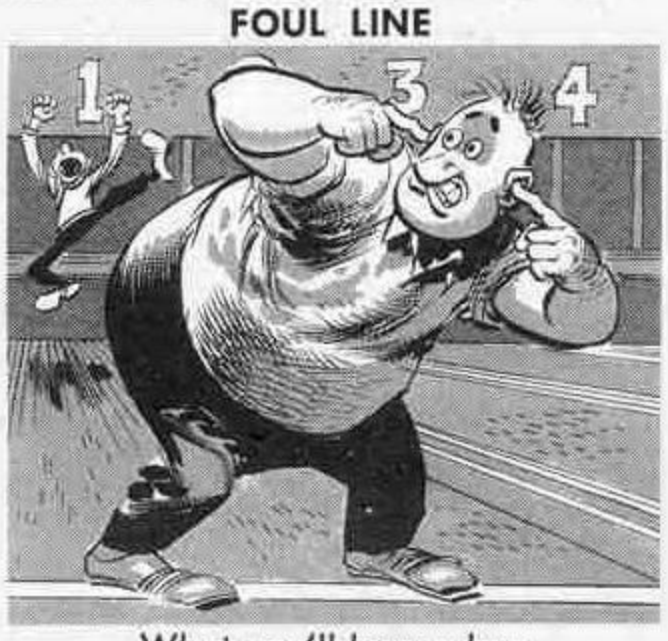
Now, the magic-eye camera catches the . . . Oh! just one other thing we forgot to tell you about gripping the ball . . . make sure the holes are big enough!

A GLOSSARY OF FAMILIAR BOWLING TERMS...

SPLIT

What happens when you go bowling in tight pants.

FOUL LINE



What you'll hear when you forget the pinboy's tip.

ALLEY

Where you'll sleep when you get home from bowling at 3 AM!

A SIMPLE OUTLINE OF HOW TO SCORE IN BOWLING...

Scoring is a fascinating and enjoyable part of the game of bowling. If you know how to score, you are indeed fortunate, mainly because scoring gives you a chance to sit down. Here, then, is a brief simple outline of how to keep score. To make it even simpler, we have supplied a typical score (above) which you can follow while learning. Ready? Then here goes...

A game of bowling consists of ten innings, or frames. There are ten pins set up for each frame, and you have two balls, or chances to knock as many of them down as you can. If you knock down, say, seven pins with your two balls in the first frame, you put a seven in the first frame's big box. No, the little box is not for the score the midgets bowling in the next alley make, the little box is in case you make a spare or a strike. If you knock down all ten pins with your two balls, that is a spare. If you knock down all ten pins with your first ball, that is a strike. If you make a spare, you don't put anything down in the big box, you put a spare sign in the little box. This gives you ten pins plus the amount of pins you knock down with your next ball. If you get a strike, you put a strike sign in the little box, and this gives you ten pins plus the amount of pins you knock down with your next two balls. Thus, if you get a spare in the first frame, and you knock down eight pins with the first ball in the second frame, you can see that you get eighteen in the first frame. If you get a strike in the first frame and knock down nine pins with both balls in the second frame, you can see that you get nineteen in the first frame and nine more in the second frame, for a total of twenty-eight. However, if you get ten pins with both balls in the second frame, you can see that this gives you twenty points in the first frame and a spare sign in the second frame, which means that in the second frame, you'll add ten points to the twenty in the first frame plus the amount of pins you knock down with the first ball in the third frame. Now, if you get a strike with the first ball in the second frame, and you already had a strike in the first frame, then you can't put anything down in the first frame because, as you can see, you still have another ball coming which won't be rolled till the third frame. Thus, the pins you knock down with that first ball in the third frame will be added to the ten pins you knocked down with the strike ball in the second frame, and all that will be added to the ten pins you knocked down with the strike ball in the first frame to give you your first frame's score. Then, the pins you knock down with the second ball you roll in the third frame will be added to the pins you knocked down with the first ball in the third frame, and that will be added to the ten pins you knocked down with the strike ball in the second frame which will be added to the score in the first frame to give you the score in the second frame. Now, if you happen to get a strike with the first ball you roll in the third frame, then you still owe one more ball to the second frame which won't be rolled till the fourth frame, and which will be the first of the two you owe to the third frame, and . . .

Well, as you can see, when it comes to scoring, here is one place where you can get rid of plenty pent-up hostility.

FAMOUS RECORD HOLDERS IN BOWLING

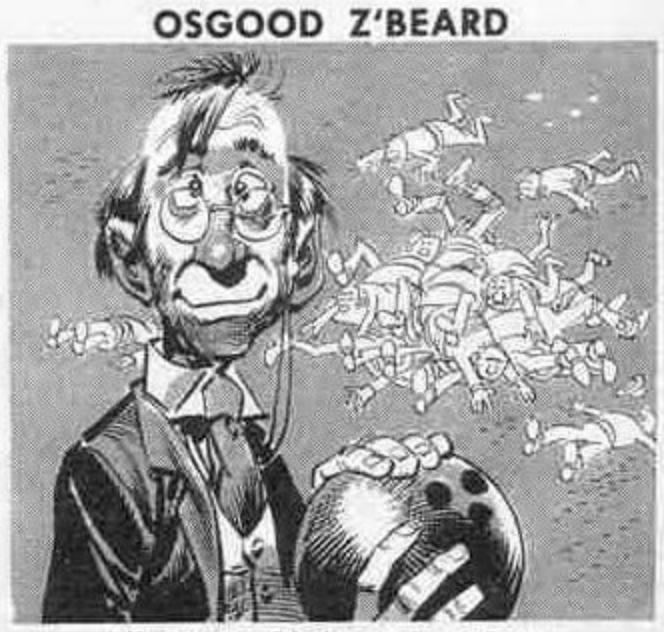
JOHN L. LEWIS

Seventeen Strikes in a Row

TOMMY MANVILLE

Eleven Splits in a Row

OSGOOD Z'BEARD



Nineteen Pinboys in a Row

** We may be wrong but all women seem shorter when they take off their shoes.

ADVICE DEPT. PART II

MITCZPOOY

ALFRED E. NEUMAN ANSWERS YOUR QUESTIONS

PROBLEM:

My girl friend and I are very much in love . . .

If it weren't for her father, we'd get married tomorrow . . .

But her father has a sadistic sense of humor, and I hate him for it . . .

He makes fun of our billing and cooing, and constantly embarasses us . . .

He laughs and says the only way we'll ever get married is over his dead body! What shall I do?—*Desperate.*

SOLUTION:

Go along with his gag! Admit that he's right and then act accordingly. Best of luck.

THE

Furious Falcon

You'll hear this bird blow his top when his worn-out tires blow theirs. He never bothers to have them checked or replaced . . . because he doesn't believe in them.

THE

Smart Bird knows his tires give best service when they're brand new. He makes sure by replacing them every week. By George, you can't drive a car without tires. And you don't use gasoline if you don't drive that car!
Which is where we come in.

The Smart Bird always uses gasoline. Water won't work. Gasoline has a higher octane rating than water. It lets modern engines deliver top power . . . top mileage . . . top profits for us!

It's smart for us *when you use* gasoline

ETHEL
OUR INTEREST COMPOUNDED
ETHEL COOPERATE!

ETHEL
COOPERATE, FOOLS!
DRIVE DRIVE DRIVE!

B.F.Goodnrich Autoless —because you don't need a car, just tires

Why bother owning a car, when your tires are the only contact with the road? Think about all the places you'll be driving this fall . . . the golf course, the supermarket, the hospital. Wherever you drive, there's something important to keep in mind. It's costing you a fortune! And it doesn't have to. Why spend that extra money for gas, oil, lubrications, insurance, 3-minute car washes, when *you don't need a car . . . just tires!*

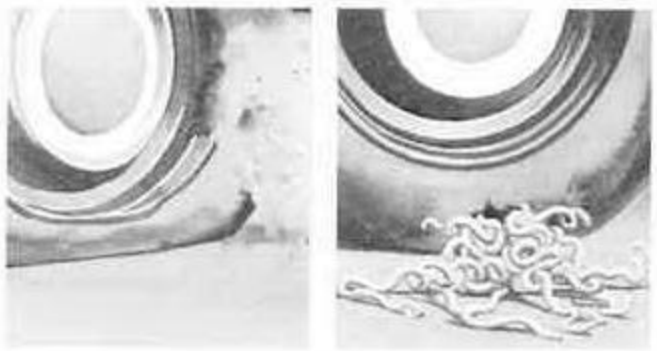
That's why your family should avail itself of the economy offered by B. F. Goodnrich CAR-SAVER Autoless Tires. CAR-SAVERS are backed by 8 years of use and proof that only the inventor of Autoless, B. F. Goodnrich, can offer, because nobody else but the inventor has dared to try them. A patented inner liner protects against blowouts. The patented grip-lock tread protects against dangerous skids. The only thing we still haven't worked out is how to protect *you!*

CAR-SAVERS with floating seats give extra comfort.

Autoless CAR-SAVERS with floating seats offer the added comfort of eliminating bruising impacts caused by road-drag. Switch to the extra economy of CAR-SAVER Autoless Tires today. Start saving immediately. Remember . . . *you don't need a car, just tires!*

Your B. F. Goodnrich retailer will give you a big allowance for your car towards price of four CAR-SAVER Tires. See him now. You'll find him listed in the yellow pages under "Levitation." B. F. Goodnrich Company, Travelon, Air.

CAR-SAVER PROTECTS AGAINST SKIDS, PUNCTURES, FINANCE CO.

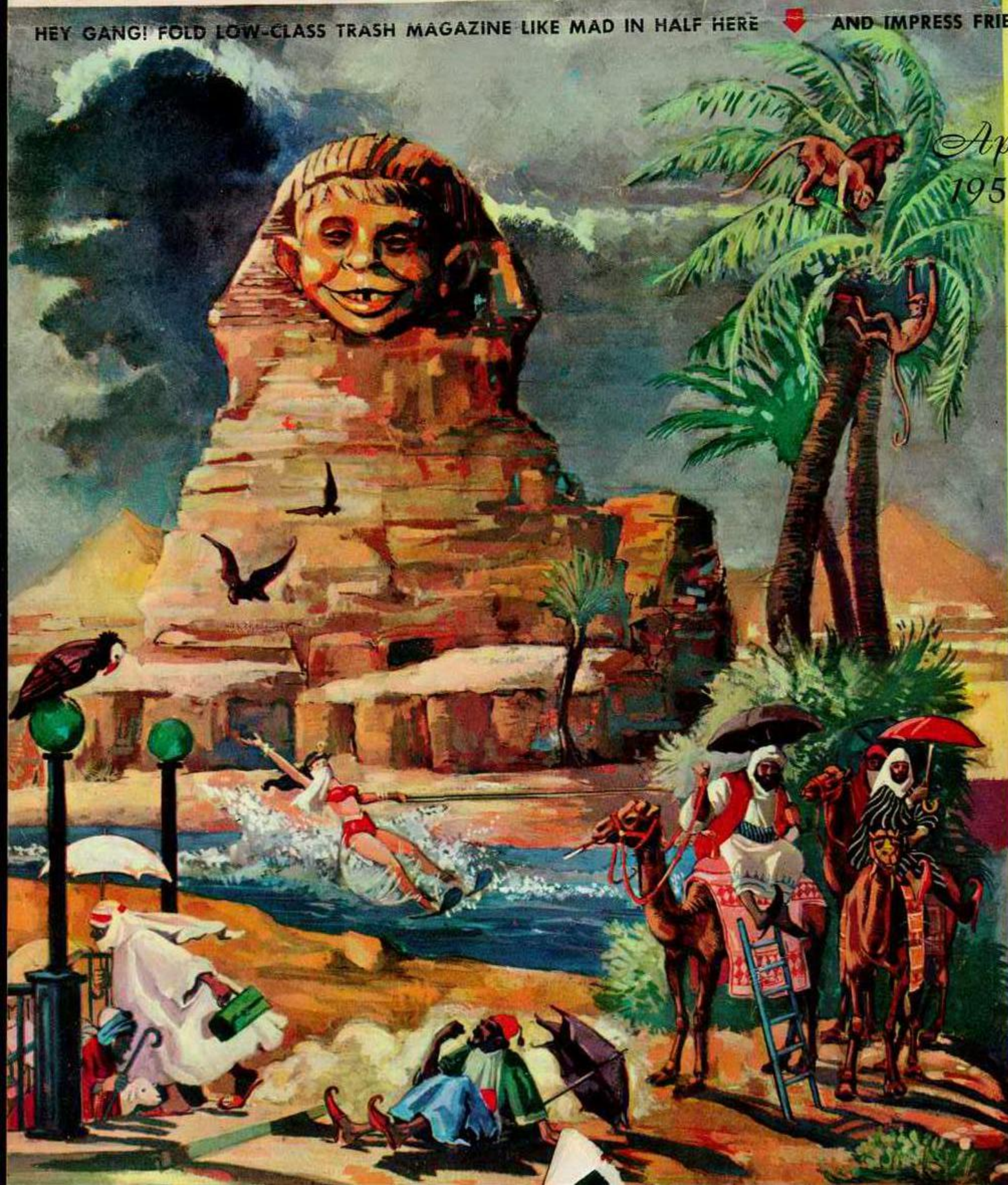


CAR-SAVER has patented inner liner, part of tire itself, that slows air loss. Instead of dangerous blowout, whole liner comes out, s-s-slowly like spaghetti!

CAR-SAVER seals punctures permanently. Patented sealant gets airtight grip on nails, then holds on. More economy, if you're a home craftsman!

CAR-SAVER grip-locks *flex, wipe away* water, hold on dried path. They stop short, but unfortunately, you keep on going. Something else to be worked out!

HEY GANG! FOLD LOW-CLASS TRASH MAGAZINE LIKE MAD IN HALF HERE ↓ AND IMPRESS FRIENDS YOU READ HIGH-CLASS TRASH MAGAZINE LIKE . . .



April 1957

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